

Kathryn von Grey

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Design + Media Student

Georgia Tech student with a focus on interaction design, media and marketing

Inquisitive, enthusiastic, tech-savvy student with skills in marketing, analytics, project management, and coding. *Key skills include:*

- UX Research + Design
- Adobe Creative Suite
- Software Quality and Testing
- Programming (Java/Python/HTML/JS/etc.)
- Google Analytics
- Project Management

EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY, Atlanta, GA.

Bachelor of Media and Communications, Minor in Computing and Business

Ivan Allen College of Liberal Arts, expected graduation May 2021

PROFESSIONAL EXPERIENCE

NURYL

Atlanta, GA

UI Consultant, Software Testing

June 2019 - Present

- Providing UI/UX consultation, design, and testing for Nuryl's mobile baby brain training app and website, which supply curated playlists that encourage the brain development of babies ranging from prenatal to 3 years of age.
- Acting as a communication liaison between the software development and marketing teams.
- Assisted in development of the social media campaign, content ideation and creation for the launch of two app generations.

Georgia Tech School of Literature, Media, and Communication

Atlanta, GA

Assistant to Program Chair, Dr. Richard Utz

May 2019 - January 2020

- Acted as student communication liaison between the school's LMC Program, faculty and the student body.
- Researched student opinions about and experiences with various school media platforms.
- Designed and implemented campaigns to increase user engagement on various LMC School platforms.

Lily Sophia Photography

Atlanta, GA

Business Administrator

December 2016 - December 2019

- Managed client relations and coordinated schedules between the photographer and clientele for shoots.
- Conducted demographic research to strategize and execute brand-building campaigns across social media platforms.

- Prepared and managed financial data, including bookkeeping and budgeting responsibilities.

vonGrey Music

Atlanta, GA

2009 - 2018

Co-Founder, Lead Musician, Head of Logistics

- Balanced a professional, nationally-touring music career with my middle school and high school years, achieving national stature and critical acclaim: performed on Late Night shows like David Letterman and Conan O'Brien, toured alongside artists like the Indigo Girls, released four albums with premiers on major publications like NPR, Nylon, USA Today, and the Huffington Post.
- Managed numerous projects, including creative development, recording and production, tour management/logistics, publicity, merchandise inventory, and branding/social media campaigns.
- Managed the associated publishing company that tracked media placements and the collection and distribution of payments.
- Selected by the Georgia Music Hall of Fame in 2013 with the "Rising Artist of the Year" award.

LEADERSHIP & COMMUNITY INVOLVEMENT

Defend Our Future

Atlanta, GA

2016 - 2017

Artist and Music Coordinator

- Organized, marketed, and performed at an event at the Library of Congress to mobilize student leaders to advocate for environmental awareness and action.
- Coordinated social media efforts to promote the event at the Library of Congress as well as Defend Our Future's initiative to promote environmentally conscious event planning and entertainment infrastructure.

Stillbrave

Atlanta, GA

2015 - 2016

Artist and Music Coordinator

- Supported the organization and artist booking for an event in front of the United States Capitol on the National Mall.
- Performed at several fundraising events to raise money and awareness for non-medical, supportive care for children with cancer and their families.