

KATHY DONG

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EXPERIENCE

The Holding Co.

Product Designer // Mar 2021 - Aug 2021 // San Francisco, CA

- **CaringBridge strategy & redesign:** shape product strategy and identify new feature opportunities, redesign mobile and web application (UI & interactions) for key experiences such as journaling, sending well wishes, and requesting help
- **Hatch Restore "Like to Love":** design onboarding flow for Hatch Restore. Build low and high-fidelity wireframes, conduct user research & A/B testing, and develop prototype
- **Care economy report:** publish investor report on market size and trends in the \$648B care economy, resulting in 71k views and 2k downloads across startups, NGOs, and VCs

McKinsey & Company

Senior Business Analyst // Sep 2017 - Mar 2021 // Redwood City, CA

- **Technology efficiency optimization (\$80B multinational manufacturing):** spearhead technology optimization efforts, yielding \$300M (~25%) long-term cost savings. Lead 25 clients in implementing 12 initiatives, resulting in \$110M near-term cost savings. Set up and coach 13-person project management office
- **Product & engineering strategy (\$6B B2B software):** develop strategic solutions (e.g., org design, location consolidation strategy, DevOps capabilities), leading to 15-20% efficiency gains. Identify pain points and 60+ quick-wins by interviewing 50+ product managers, engineers, and designers
- **E2E digital transformation (\$12B U.S. utilities):** create business case and operationalization plan totaling ~\$500M in value through process and technology improvements. Define operating model, develop support materials (e.g., playbooks, performance management tracking, and train clients through implementation

Airbnb

Business Operations & Strategy Associate // Jul 2019 - Apr 2020 // San Francisco, CA

- **Airbnb for Work (A4W) Corporate Housing Program:** drive A4W corporate supply strategy, leading efforts across 25+ stakeholders; identify 32 prioritized markets, develop supplier & traveler program criteria for 15+ partners, and determine key features for product enablement. Design standards & policies used to vet 50k+ listings for business travel
- **COVID19 Frontline Stays:** launch tracking model to match supply & demand across 10+ teams (e.g., NGO/policy, A4W, ProHost) and 40+ stakeholders, enabling 100k first responder stays across 150+ geos

Freelance Designer

Visual & Product Design // Jan 2018 - Present // San Francisco, CA

- **OTTRisk branding & website design:** develop complete visual identity & style guide, create all marketing collateral (e.g., case studies, pitch deck), design and launch website for insurance start-up
- **Visual design & storylining:** create pitch decks for various VC funds, developing visual design and advising on content & storyline
- **JemFerments packaging design:** design logo, branding, and can packaging for 3 flavors of sparkling probiotic water

Neukom Digital Arts Leadership & Innovation Lab

Product & Design Lead // Sep 2014 - Jun 2017 // Hanover, NH

- Build design curriculum (e.g., ideation, user research) and implement processes for cross-functional design & dev reviews, mentorship systems, and workshops
- Grow lab from 30 to 70+ students per quarter

EDUCATION

Stanford University 2023
MBA Candidate

- **Activities:** Design for Extreme Affordability, Women in Management

Dartmouth College 2017
B.A in Economics, minor in Computer Science

- **GPA:** 3.89/4.0
- **Honors:** Magna cum laude, Phi Beta Kappa
- **Study Abroad:** Università Bocconi (selected participant - Fall 2015 Economics exchange)
- **Activities:** Dartmouth Center for Entrepreneurship

SKILLS

- User Research & Testing
- Interaction Design
- Visual Design
- Workshop Design & Facilitation
- Product Strategy

TOOLS

- Adobe Creative Cloud (Illustrator, Photoshop)
- Figma
- Sketch
- Webflow

INTERESTS

- Freelance Design
- Asian Food Puns
- Comedy Improv
- Painting
- Hiking