

KAITLYN FONG

krfong@andrew.cmu.edu || www.kaitlynfong.com || (412) 218 - 6673

EDUCATION

Carnegie Mellon University

December 2021

Bachelor of Science and Art

Double major in physics and art

GPA: 3.79/4.0 || Dean's List

SKILLS

Software

Microsoft Office Suite

Google Analytics

Adobe After Effects

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe Premiere

Autodesk Maya

Programming Languages

Python

Java

VBA (Excel)

ACTIVITIES

American Marketing

Association || Member

Spring 2020 - present

Crisis Text Line || Crisis Counselor

June 2020 - present

Carnegie Mellon

Running Club || Prime Minister

Fall 2018 - present

Carnegie Mellon

Climbing Club || Member

Spring 2019 - present

Awareness of Roots in Chinese

Culture || Graphics Chair

Fall 2017 - Spring 2019

Carnegie Mellon Ballroom

Dancing Club || Member

Fall 2017 - Fall 2018

MARKETING & PRODUCT MANAGEMENT

Marketing and User Experience Intern || StoryFile

June - August 2020 || Remote

- Designed and led multiple new user focus groups to gain insights into customer experience quality and audience engagement level in mobile app.
- Conducted competitive analysis of social media and video apps; UI/UX recommendations led to redesign of the StoryFile mobile app.
- Developed Python app to parse and transfer interview content from Word to standard format in Excel, eliminating week-long, manual transcribing efforts.

RESEARCH & DEVELOPMENT

Quantum Optics Research Intern || University of Washington

June - August 2019 || Seattle, WA

- Conducted experiments to identify defects within the atomic structure of a zinc oxide nanosheet using a scanning confocal microscope.
- Designed and standardized data collection process to classify and group defect data by luminosity and size, improved data collection efficiency by 35%.

CONTENT DEVELOPMENT & PRODUCTION

Visual Concept Artist || *The Silk Roads* Independent Film

June - August 2020 || Remote

- Created a two-piece paper-cutting fashion series depicting the implications of Chinese and English exports; series to be featured and credited in film.

Assistant Storyboard Artist || Jaunt China

June - August 2018 || Beijing, China

- Illustrated 360-degree storyboard layouts of virtual reality films and experiences for major Chinese domestic films and Hollywood projects.

Visual Effects Intern || BangBang Pictures

June - August 2018 || Beijing, China

- Researched and assembled special effects reference footages for film directors and produced dailies reports for assistant producer.

COURSE PROJECTS

Marketing || The Climbing Wall: Market Research

- Developed advertising plan and collaterals for local climbing gym and analyzed effectiveness of promotional and discount offers.

Python Programming || Frankie Runs; Computer Vision Game

- Designed and wrote an interactive fitness game using computer vision to translate player actions, e.g., run, jump, and squat, into character movement.

Art Exhibition || Show and Tell: This Time It's Personal

- Featured a sculpture titled *Manzoni's Breath* using thermodynamic and economic principles to parody Manzoni's *Artist's Breath*.