

Aranza Holguin

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🌐 aranzahv4.github.io/PortfolioUCSDaranzahv4.github.io/

SUMMARY

Dynamic Web Page Designer with proficiency in HTML, CSS, JavaScript, and Python, leveraging a Cognitive and Behavioral Neuroscience background to craft human-centered, engaging websites. I am skilled in innovative design solutions, enhancing user interaction, and optimizing for machine *and* human intelligence. Passionate about creativity and collaboration, adept at delivering tailored web solutions that boost user engagement and drive company imperatives.

EDUCATION

B.S. WITH A SPECIALIZATION IN COGNITIVE BEHAVIORAL NEUROSCIENCE, COGNITIVE SCIENCE

University of San Diego, California, 9500 Gilman Dr, La Jolla, CA 92093

Expected graduation: June 2026

Major GPA: 3.925

Relevant Coursework:

- DSGN 1: Design of Everyday Things
- VIS 41: Design in Communication
- VIS 142: Practices in Computing Arts
- CSE 8A: Introduction to Programming and Computational Problem-Solving
- COGS 3: Introduction to Computing
- COGS 18: Introduction to Python
- COGS 14A & 14B: Introduction to Research Methods and Statistical Analysis
- COGS 107A: Neuroanatomy and Physiology
- COGS 107B: Systems in Neuroscience
- PSYC 185: Psychology of Climate Crisis

EXPERIENCE

SEARCH ENGINE OPTIMIZATION SPECIALIST

10/2024 - Present | Switch Fitness San Diego | El Cajon, CA

- Analyzed website analytics to identify opportunities for SEO enhancement.
- Conducted technical SEO audits to identify and resolve website issues.
- Monitored industry trends to keep SEO strategies up-to-date.
- Implemented SEO strategies that increased organic traffic by X% within Y months.
- Conducted keyword research to optimize website content and improve rankings.

WEBSITE & RESEARCH SUBTEAM MEMBER

01/2025 - Present | UCSD Green New Deal Decarbonization Campaign | La Jolla, CA

- Conducted surveys and interviews to gather population insights for information visualization and delivery analysis.
- Assisted in the design of research studies, ensuring alignment with project objectives.
- Prepared presentations of research findings and content creation.
- Used Canva to prototype webpage content and initial graphic design concepts.
- Organized team by creating & sharing a Google Spreadsheets including a tentative schedule, task manager, and sources tracker.

UNDERGRADUATE RESEARCH ASSISTANT

06/2024 - 12/2024 | University of San Diego, California | La Jolla, CA

- Worked with a team of undergraduate students directly with our PI in experimental design.
- Assisted in the design and execution of research projects, ensuring accuracy and validity.
- Conducted literature reviews to support research hypotheses and methodologies.
- Collaborated with research team members to develop and refine research protocols.
- Worked on Google Spreadsheets to calculate data coding matches with other team members to assure inter-rater reliability.

CERTIFICATIONS

CITI Program Social & Behavioral Research - Basic/Refresher Certification

SKILLS

WordPress | Site Staging | Blender | Unreal Engine | Unity | Responsive Design | Adobe Creative Suite Proficiency | User Experience Design | SEO Knowledge | Project Management | Excel/ Google Spreadsheets |

LANGUAGES

Spanish (Fluent) | English (Fluent) | Japanese (limited working proficiency)