

# Gina Avalón Goldberg

## UX Enthusiast (with an MSc in Psychology)

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### EDUCATION

#### **Full Stack Web Development, Le Wagon**

APRIL 2016 - PRESENT | Amsterdam, Netherlands

Learning the basics of programming and web development (check out my 'SKILLS' section).

#### **UI/ UX Design, New York Code + Design Academy**

SEPTEMBER 2015 - DECEMBER 2015 | New York, United States

Learned about user behavior and how to optimize their experience through good design using: personas, scenarios, user flows, competitive audits, sketches, wireframes, and usability tests.

#### **Master (60 ECTS) Psychology of Human Learning and Performance, Erasmus University**

SEPTEMBER 2013 - AUGUST 2015 | Rotterdam, Netherlands

Conducted a large experiment (122 participants randomly assigned to three conditions) on the "Acute Effects of Physical Exercise on Mood and Prosocial Behavior", experiencing every single step of the research process.

#### **Bachelor (180 ECTS) Psychology Major & Statistics Minor, University College Roosevelt**

SEPTEMBER 2010 - AUGUST 2013 | Middelburg, Netherlands

Enjoyed a broad Liberal Arts and Sciences education with a focus on the social sciences. Graduated Cum Laude.

#### **Additional University-Level Courses**

Psychology of Entrepreneurship (4 ECTS), Erasmus University /**Netherlands**

Psychology of Cross-cultural Memory (10 ECTS), Aarhus Universitet /**Denmark**

Spanish Language, Mexican Culture (9 ECTS), Universidad de Guadalajara /**México**

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### EXPERIENCE

#### **Full-time Marketing & Communications Intern, Erasmus Centre for Entrepreneurship (ECE)**

FEBRUARY 2015 - JUNE 2015 | Rotterdam, Netherlands

Maintained WordPress website and social media channels, generated and edited content (news and events, interviews I conducted with entrepreneurs, press releases), implemented SEO, set up a monthly newsletter, attempted to set up a feedback system for ECE events, photographed ECE events, and executed a promotion plan for the "Get Started" program.

#### **Social Entrepreneurship Project "Klik" Team, Enactus**

OCTOBER 2014 - AUGUST 2015 | Rotterdam, Netherlands

Set up classes where student volunteers interact with elderly to help them learn how to use technology (mostly iPads). Arranged logistics related to: course locations, iPad supply, volunteer recruitment, promotion among elderly, and creating supplementary course material.

## **Chair of the Student Board, Psychology Committee**

AUGUST 2012 - JUNE 2013 | Middelburg, Netherlands

Organized events to help spread the love of psychology such as trips, guest lectures and movie nights - often seeking collaboration with other boards to reach a larger audience. Furthermore also set up a newsletter, a Facebook page, and led weekly board meetings.

## **Research Interviewer, Prison Project (Universiteit Utrecht, Universiteit Leiden, NSCR)**

AUGUST 2011 - JULY 2012 | Province of Zeeland, Netherlands

Interviewed ex-prisoners about their experiences for a large-scale longitudinal study.

## **Donor Recruiter for Charitable Organizations, Streetwise Direct Dialogue BV.**

SEPTEMBER 2010 - JUNE 2011 | Province of Zeeland, Netherlands

Conversed with people on streets to convince them to support a charitable organization.

## **Full-time Summer Employee, Ministry of Foreign Affairs**

JUNE 2009 - JULY 2009 AND JUNE 2007 - JULY 2007 | The Hague, Netherlands

Sorted and then distributed mail to all departments and embassies.

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## **★ SKILLS**

### **Web Development**

FRONT-END: HTML5, CSS3, Javascript, jQuery, React.js, Bootstrap and UI/UX

BACK-END: Ruby, Ruby on Rails, SQL, PostgreSQL and API's

OTHER: WordPress and Inkscape (Linux Vector Graphics Software)

\*All at a basic level. Very interested in learning Adobe Creative Suite, especially Photoshop!

### **Marketing & Research**

InfusionSoft, Hootsuite, SEO, Qualtrics, Typeform, SPSS and AMOS

### **Languages**

English, Dutch (Native/ Bilingual) and Spanish (Proficient)

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## **🌱 VOLUNTEERING**

### **Sailing Assistant, Stichting Plons**

MAY 2014 - SEPTEMBER 2014 | Rotterdam, Netherlands

Took children with mental and physical disabilities on engaging sailing trips.

### **Kitchen Assistant, Resto vanHarte**

SEPTEMBER 2013 - JUNE 2014 | Rotterdam, Netherlands

Prepared community dinners for people of diverse ethnicities, ages and religions to interact.

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## **♥ HOBBIES & INTERESTS**

Social and creative entrepreneurship, Fitness/ group lessons, Team sports, Yoga, Meditation, Cooking experiments, Salsa dancing, Reading, Reading, Reading, Learning French, Photography, and last but not least exploring more of the world by travelling!