



# SHEENA GONZALEZ

## Developer & Designer

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github.com/sheenagonzalez

For [projects](#), see my online portfolio:  
<https://sheena.dev/>

## SKILLS

### Programming

HTML & CSS/SCSS  
JavaScript, Vue, Node, jQuery  
Java, Python, C, SQL  
Android Studio  
Unity

### Design Tools

Figma, Sketch, InVision  
Adobe Creative Suite  
Canva  
Webflow

### UX Research

UX Ideation  
User Interview  
Contextual Inquiry  
Task Analysis  
Usability Testing

### UI Design

Wireframing  
Prototyping  
Storyboarding  
Copywriting  
Animation

- May 2020  
Aug 2016

- Oct 2023  
Mar 2021

- Feb 2021  
Nov 2020

- Feb 2021  
Oct 2020

- Dec 2019  
Sep 2019

- Oct 2019  
May 2017

## EDUCATION

### University of California, Berkeley

B.A., Cognitive Science (GPA: 3.16)  
Minor: Computer Science

## EXPERIENCE

### Frontend Developer & Designer | *Full-Time*

Blissy - Leading the Silk Revolution in Beauty/Wellness

- Doubled purchase conversion rate up to 7.45% by architecting and optimizing e-commerce systems
- Boosted web traffic from 6.9M to 13M visits by designing and building marketing pages and SEO strategies
- Reduced bounce rate by 21% through customizing Shopify components to enhance user experience

### Web Designer | *Internship*

Creative Digital Agency - inZaLab Insider Trends Office

- Led inZaLab's website design, creating 27 pages and two interactive prototypes including desktop & mobile
- Created comprehensive style guide, smooth animations and export-ready assets using Figma for seamless handoff

### Frontend Developer & Designer | *Internship*

Marqui Labs

- Improved website performance and SEO scores 2x for NASA's Research Institutes using Vue.js & Nuxt.js.
- Enhanced NARI's data management and search experience by building REST API with Node.js & JSON
- Designed wireframes, mockups, logos, and various design elements for clients using Figma.

### Design Consultant | *Freelance*

Innovative Design

- Procured 3 clients with a team of 10 designers at Berkeley's premier student-run creative agency

### Lead Graphic Designer | *Freelance*

Filipino Americans in STEAM Conference (FASTERCon)

- Curated visual content for a \$10,000 convention with over 200 attendees across Silicon Valley tech