Sheena Gonzalez

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SKILLS

Languages: Java, Python, Javascript, HTML, CSS
Frameworks & Libraries: Vue, Nuxt, Node, jQuery, SaSS

Tools: Webflow, Android Studio, Unity, Git, Firebase
Design: Figma, Illustrator, Photoshop, Procreate

EXPERIENCE

Frontend Developer & Designer
Blissy, LLC.

Mar 2021 — Oct 2023
Burbank, CA

- Doubled the purchase conversion rate with a peak of 7.45% by architecting and optimizing landing pages, checkout systems, and other ecommerce components using Liquid, HTML/CSS, jQuery, PHP, and Webflow.
- Boosted website traffic from 6.9M to 13M visits within one year by building marketing pages, enhancing the blog, and implementing comprehensive SEO strategies like link building and site speed optimization.
- Decreased the bounce rate by 21% by improving the overall user experience and customizing Shopify components such as product selectors, headers, discount notifications and cart elements to fit user needs.
- Contributed significantly to brand growth by leading the site and app updates for over 70 product launches and 30 sale promotions annually, including collaborations with NBC, Marvel, and Marilyn Monroe's Estate.

Frontend Developer & Designer Intern
Marqui Labs

Oct 2020 — Feb 2021
Los Gatos, CA (Remote)

- Improved website performance and SEO scores by 2x for NASA's Research Institutes (NARI, SSERVI) through server-side rendering with Vue and Nuxt, deployed via Netlify from GitHub.
- Enhanced data management and user search experience for NARI by building a JSON-based REST API using Node, with features such as keyword search, filtering, tagging, and pagination.
- Designed wireframes, mockups, logos, products, and various design elements for clients using Figma.

Web Designer Intern
Creative Digital Agency

Nov 2020 — Feb 2021
San Ramon, CA (Remote)

- Spearheaded the design of inZaLab's website, creating 27 pages and two interactive prototypes for desktop and mobile, with smooth animations and export-ready assets using Figma for seamless client handoff.

PROJECTS

- **Cubbi** — Developed a household manager mobile app using Kotlin in Android Studio, ideated at CalHacks.
- **Bears aBoard**— Implemented a real-time, location-based message board using Java and Firebase.
- **Too Many Cooks** — Illustrated and animated sprites and UI for a 2D video game using Unity.
- **Pac-Man AI** — Developed AI strategies for multiplayer Pac-Man to collect food and avoid adversaries using Python, including minimax, expectimax, probabilistic inference, DFS, BFS, uniform cost, and A* search.
- **Bear Maps** — Created a web mapping application for UC Berkeley, including features like autocomplete searching, location querying, map rastering, and optimal pathfinding using Java.
- **Database** — Built a relational database management system by implementing a SQL interpreter in Java.
- **Ants vs. SomeBees** — Implemented enemy agent's damaging effects using OOP paradigms in Python.

EDUCATION

University of California, Berkeley
Bachelor of Arts in Cognitive Science

Aug 2016 — May 2020

- Minor in **Computer Science**, Computer Science Scholar 2016
- Related Courses: Algorithms, Data Structures, Computer Architecture, Discrete Math and Probability, Computer Security, Artificial Intelligence, UI Design and Development, Web Design, Game Design and Development