Sheena Gonzalez

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SUMMARY

Software Engineer specializing in Frontend Development. Skilled in both developing and designing websites and web apps, with over three years of professional experience working in ecommerce for a global consumer brand and local agencies. Graduated from UC Berkeley with a minor in Computer Science. Proficient in HTML, CSS, JavaScript, Vue, Java, Python, Figma, Webflow, and other development and design tools.

EXPERIENCE

Frontend Developer   Mar 2021 — Oct 2023
Blissy, LLC.   *Burbank, CA*

- Improved conversion rates up to 6.5% by building ecommerce systems that adhere to marketing practices
- Increased organic traffic to storefront by implementing SEO strategies such as link building, promotional content creation, and site speed optimization over multiple domain websites
- Added custom product selectors, discount notifications, promo bars, headers, pages, and various custom components on Shopify storefront using Liquid, Figma, HTML, CSS, JavaScript and jQuery
- Developed landing page sites, marketing listicles, influencer pages, and interactive quizzes using Webflow
- Maintained site and app changes through the launch of about 70 new SKUs and 30 sale promotions per year

Web Developer Intern   Oct 2020 — Feb 2021
Marqui Labs   *Los Gatos, CA*

- Rebuilt the website for NASA Aeronautics Research Institute using Vue.js, Nuxt.js, and SaSS frameworks
- Implemented a REST API using JSON and Node.js to store and serve research data, files, and event records
- Improved search interface by implementing keyword search, filtering, tagging, and pagination
- Deployed through Netlify from Github, with each build iteration code-reviewed until publication-ready

Web Design Intern   Nov 2020 — Feb 2021
Creative Digital Agency   *San Ramon, CA*

- Designed a new website resulting in desktop and mobile versions using Figma and its prototyping tools
- Created a comprehensive style guide including original assets, UI components, color codes, typography guides, letterheads, and other marketing products for seamless handoff to client and developer

EDUCATION

University of California, Berkeley   Aug 2016 — May 2020
Bachelor of Arts in Cognitive Science   *Berkeley, CA*

- Minor in **Computer Science**
- Computer Science Scholar; Creative Director (Pilipino Association of Scientists, Architects, and Engineers); Freelance Designer (Innovative Design); Graphic Designer (Filipino-Americans in STEAM Convention)
- Courses: Structure of Computer Programs, Data Structures, Computer Architecture, Discrete Math and Probability, Computer Security, Intro to Artificial Intelligence, User Interface Design and Development, Web Design, Game Design and Development

SKILLS

Languages: JavaScript (Vue, React, Node), HTML, CSS (SaSS), Java, Python, C#

Design: Figma, Illustrator, Photoshop, Procreate, Canva

Environment: Webflow, Android Studio, Unity, Blender

Tools: Git, Bash, Firebase, Netlify, Heroku