SHEENA GONZALEZ

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EXPERIENCE

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

- Doubled the purchase conversion rate, peaking at 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.
- Reduced bounce rate by 21% by customizing Shopify components such as product selectors, headers, discount notifications and cart elements, to fit user needs and improve the customer's shopping experience.
- Contributed significantly to brand growth by leading the site and app updates for 70+ product launches and 30+ sale promotions annually, including collaborations with NBC, Marvel, and the Marilyn Monroe Estate.

Frontend Developer & Designer Intern   Oct 2020 — Feb 2021
Marqui Labs   *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.js and Nuxt.js, deployed via Netlify from GitHub.
- Enhanced data management and user search experience for NARI by building a JSON-based REST API using Node.js, with features such as keyword search, filtering, tagging, and pagination.
- Designed 15 variations of 3 brand logos for various local businesses and organizations, including a cider bottle packaging, a fitness brand, and a community church group.

Web Designer Intern   Nov 2020 — Feb 2021
Creative Digital Agency   *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.

Freelance Graphic Designer / Design Consultant   Sep 2017 — Dec 2019
Innovative Design | Filipinos in Silicon Valley Tech (FASTER) Conference | UCB PASAE   *Berkeley, CA*

- Curated print and online graphics for FASTERCon, a $10,000 non-profit conference in collaboration with Google, Facebook and other Fortune 500s, garnering 200+ students and professionals across the Bay Area.
- Led marketing, web development and media coverage of over 30 events each year for PASAE, a campus organization for Filipinos in STEM, boosting member recruitment rate up by 30% and retention rate to 63%.
- Procured 3 clients under 4 months in a highly-selective design team representing Innovative Design, Berkeley's premier pro-bono creative agency.

EDUCATION

University of California, Berkeley   Aug 2016 — May 2020
Bachelor of Arts in Cognitive Science (Major GPA: 3.16)

- Minor in **Computer Science**, Computer Science Scholar 2016
- Relevant Courses: Algorithms, Data Structures, UI Design and Development, Web Design, Intro to Artificial Intelligence

PROJECTS

View projects on my portfolio website at https://sheena.dev/.

SKILLS

Languages: HTML/CSS, Javascript, Java, Python, SQL   **Frameworks & Libraries:** Vue, Nuxt, Node, jQuery, SaSS
Design: Figma, Illustrator, Photoshop, Procreate, Canva   **Other:** Git, Firebase, Android Studio, Unity, Webflow