Sheena Gonzalez

shngonzalez@gmail.com | sheena.dev | linkedin.com/in/sheena-gonzalez | github.com/sheenagonzalez

SKILLS

Languages: Java, Python, Javascript, HTML, CSS

Tools: Webflow, Android Studio, Unity, Git, Firebase

Frameworks & Libraries: Vue, Nuxt, Node, jQuery, SaSS

Design: Figma, Illustrator, Photoshop, Procreate

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 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   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.

PROJECTS

- **Cubbi** — Developing 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 agents' damaging effects using OOP paradigms in Python.

EDUCATION

University of California, Berkeley   Aug 2016 — May 2020

Bachelor of Arts in Cognitive Science

- 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