Sheena Gonzalez

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SKILLS

Programming: Java, Python, Javascript, Vue, jQuery, HTML, CSS, Android Studio, Unity, Git, Bash, Firebase
Design: Figma, Webflow, Illustrator, Photoshop, Procreate, Canva, Prototyping, 2D Illustration & Animation

EXPERIENCE

Frontend Developer & Designer Mar 2021 — Oct 2023
Blissy, LLC. *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 Oct 2020 — Feb 2021
Marqui Labs *Los Gatos, CA (Remote)*

- Revamped websites for NASA's Research Institutes (NARI, SSERVI) by improving website performance and SEO scores by 2x through server-side rendering with Vue and Nuxt, deployed via Netlify from GitHub.
- Enhanced NARI's data management and user search experience by building a RESTful API using JSON and implementing search features like keyword search, filtering, tagging, and pagination on database records.
- 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 inZaLab's website design, creating 27 pages and two interactive prototypes for desktop and mobile views, enhancing user experience with smooth animations and export-ready assets using Figma.

PROJECTS

• **Cubbi** — Building a household manager mobile app using Kotlin via Android Studio; ideated in CalHacks 2019.

• **Bears aBoard** — Implemented a location-based message board that updates chat in real-time, tracks user location and unlocks access to certain boards if the user is within distance of landmarks across campus, using Java and Firebase.

• **Too Many Cooks** — Illustrated & animated all sprites and UI for a cook-and-slash 2D video game using Unity.

• **Pac-Man AI** — Found optimal ways for Pacman AI to collect food and avoid adversaries via AI and routing strategies such as minimax/expectimax, probabilistic inference, DFS, BFS, uniform cost, and A* search using Python.

• **Bear Maps** — Developed a web mapping application for the UC Berkeley campus that handles autocomplete searching, location querying, map rastering with zooming features & finding the shortest path between two coordinates using Java.

• **Database** — Built a relational database management system by creating a SQL interpreter through Java.

• **Ants vs. SomeBees** — Implemented the damaging effects of enemy agents 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