SHEENA GONZALEZ

UX Designer/Developer

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PORTFOLIO

https://sheenagonzalez.github.io

EDUCATION

University of California, Berkeley
Aug 2016 - May 2020
BA, Cognitive Science
Minor in Computer Science

Relevant Affiliations
• Graphic Designer at Innovative Design
• Creative Director at Pilipino Association of Scientists, Architects and Engineers
• Member of CS Scholars

SKILLS

Wireframing
Prototyping
Storyboarding
2D Animation
UX Ideation
Contextual Inquiry
Competitive Analysis
Usability Testing

Adobe Creative Suite
Figma
Sketch
InVision
Android Studio
Unity

HTML & CSS
JavaScript
Java, Python, C

EXPERIENCE

Lead Graphic Designer | FASTERCon
May 2017 - Oct 2019

• Curated visuals for a $10,000 non-profit conference in collaboration with Fortune 500 companies, garnering 200+ attendees and professionals across the Bay Area

Creative Director | UC Berkeley PASAE
Aug 2017 - May 2019

• Spearheaded marketing in advertising over 30 events each year, which boosted member recruitment rate up by 30% and retention rate to 63% over the years

• Advanced online traffic to website through effective group brainstorming and ideation with the goal of meeting users' interests and increasing web interaction

Research Assistant | The Whitney Lab
Feb 2019 - Aug 2019

• Implemented and conducted a scientific experiment about human visual perception in a team of two, and optimized data analysis through data entry automation

• Assisted in teaching Matlab and how to code university-level experiments in a summer program with 25 high school students

PROJECTS

TalkNative! | Mobile App UX Research & UI Design
Feb 2020 - May 2020

• Comparatively analyzed 5 app competitors in detail, evaluating each app and summarizing user reviews to identify existing issues among language-learning apps

• Applied research in designing and prototyping 14 out of 33 total screens in Figma, while ensuring that iconography, spacing, colors and typography are consistent with the style guide

AZLyrics | Website Redesign & Interactive Prototype
Oct 2018 - Nov 2018

• Identified major UX problems through heuristic evaluation, and derived user-centered solutions that tackled visual hierarchy, functionality, and aesthetics of landing, search and lyrics pages

• Prototyped four interactive pages using HTML, CSS and JavaScript, ultimately chosen among the top 5 out of 37 teams to present in front of 100+ other students in web design course