



SHEENA GONZALEZ

Interface Designer

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SKILLS

UX Ideation
User Interview
Contextual Inquiry
Task Analysis
Usability Testing

Wireframing
Prototyping
Storyboarding
Copywriting
Animation

Figma
Sketch
Adobe Creative Suite
Android Studio
Unity

HTML & CSS
JavaScript — In Progress
Java, Python, C

Aug 2016
May 2020

EDUCATION

University of California, Berkeley

B.A., Cognitive Science

Minor: Computer Science

Affiliations: Pilipino Association of Scientists Architects and Engineers, Asian Pacific American Theme House, CS Scholar, Innovative Design, AFX Dance, PCN Modern

EXPERIENCE

Graphic Designer | InnoD

Innovative Design

- Procured 3 clients with a team of 10 designers at Berkeley's premier student-run creative agency
- Created Filipino-themed character designs to showcase cultural narratives in a passion project

Graphic Designer | FASTERCon

Filipino Americans in STEAM Conference

- Curated visual content for a \$10,000 convention with over 200 attendees across Silicon Valley tech
- Devised reusable graphics for each year's conference, focusing on flexibility and consistency across various applications of the designs

Creative Director | PASAE

Pilipinx Assoc. of Scientists, Architects, and Engineers

- Spearheaded marketing, photography, videography and web development to provide media coverage of over 30 events each year
- Actively engaged with 50+ interns and general members, which boosted recruitment rate by 30% and member retention rate by 63% over the years

Research Assistant | Whitney Lab

The Whitney Lab for Perception and Action

- Designed, coded and conducted an experiment about human visual perception in a team of two
- Optimized data analysis by writing code that automatically processes results and plots curves
- Assisted in teaching 25 high school students how to code similar research experiments in MATLAB

Sep 2019
Dec 2019

May 2017
Oct 2019

Aug 2016
May 2019

Feb 2019
Aug 2019