SHEENA GONZALEZ

UX Designer-Developer

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PORTFOLIO

https://sheenagonzalez.github.io

PROJECTS

TalkNative!, Language Mobile App
Feb 2020 - May 2020

• Comparatively analyzed 5 app competitors to identify existing issues in language-learning apps

• Applied UX research in creating interactive prototype of 14 out of 33 screens using Figma

AZLyrics, Lyric-finder Website Redesign
Oct 2018 - Nov 2018

• Redefined layout composition, modernization and usability using Adobe XD, HTML/CSS & JavaScript

• Ranked among top 5 out of 37 teams to present in front of 100+ other students in web dev course

Too Many Cooks, 2D Game Art Design
Mar 2019 - May 2019

• Created and animated all art assets including characters, objects, environments and UI in Unity

• Conducted play tests, ideation/brainstorming, design iterations, and final product presentation

SKILLS

• **UI/UX Design**: Adobe Creative Suite (Photoshop, Illustrator, XD, InDesign), Figma, Sketch, InVision

• **Programming**: HTML, CSS, JavaScript, jQuery, Python, Java, C, MatLab, SQL, Unity, Android Studio

• **Other**: Graphic Design, 2D Animation, Branding, Illustration, Game Design, Marketing, Collaboration

EDUCATION

University of California, Berkeley
May 2020
BA, Cognitive Science (*Major GPA: 3.16*)
Minor in Computer Science

Relevant Coursework
• User Interface Design and Development
• Web Design and Development DeCal
• Industrial Design and Human Factors
• Game Design and Development DeCal

EXPERIENCE

Lead Graphic Design Intern, FASTERCon
May 2017 - Oct 2019

• Curated main visuals for a $10,000 non-profit conference in collaboration with Google, Facebook and other Fortune 500s

• Garnered 200+ students and professionals across the Bay Area through social media advertising and flyering/tabling

Research & Teaching Assistant, The Whitney Lab
Feb 2019 - Aug 2019

• Optimized data analysis of spatial heterogeneity experiment in human vision through data entry automation using Matlab

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

EXTRACURRICULARS AND LEADERSHIP

Creative Director, UC Berkeley PASAE
Aug 2016 - May 2020

• Spearheaded marketing, web development and media coverage of over 30 events each year, mainly in advertising

• Boosted member recruitment rate up by 30% and retention rate to 63% over the years through active engagement

• Advanced online traffic to website by two-fold after leading a group brainstorm to increase fun and social website interactions

Design Consultant, Innovative Design
Sep 2019 - Dec 2019

• Procured 3 clients under 4 months in a highly-selective design team representing Berkeley's premier pro-bono creative agency

• Trained professional etiquette by participating in group brainstorming, design critiques, and sitting in client meetings