

EDUCATION

University of California, Berkeley

May 2020

BA, Cognitive Science, Minor in Computer Science | Major GPA: 3.16

Relevant Coursework

- User Interface Design and Development
- Industrial Design and Human Factors
- Intro to Visual Thinking
- Web Design and Development DeCal
- Game Design and Development DeCal
- Brain, Mind, and Behavior

EXPERIENCE

Lead Graphic Design Intern, FASTERCon

May 2017 - Oct 2019

- Curated 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 automating data entry in Matlab
- Assisted in teaching summer program with 25 high school students about coding university-level research experiments

EXTRACURRICULARS & 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 brainstorming to increase fun and social web 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 creative agency
- Trained professional etiquette by participating in group brainstorming, design critiques, and sitting in client meetings

PROJECTS - See more projects at <https://sheenagonzalez.github.io>.

TalkNative!, Language Mobile App

Feb 2020 - May 2020

- Comparatively analyzed 5 app competitors to identify existing issues in language-learning apps like Duolingo
- Applied UX research in creating an interactive, high-fidelity prototype of 14 out of 33 total screens using Figma

AZLyrics, Lyric-finder Website Redesign

Oct 2018 - Nov 2018

- Redefined layout composition, modernization and usability of an outdated website using Adobe XD, HTML and CSS
- Ranked among top 5 out of 37 teams to present in front of 100+ other students in introductory web design 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 & INTERESTS

- **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