

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

Front-end Developer Intern, Marqui Labs

Oct 2020 - Present

- Visualize and code websites to improve their information architecture and usability for clients such as NASA and Wyle

Lead Graphic Designer, Filipinos in STEM and Arts Conference [FASTERCon]

May 2017 - Oct 2019

- Curated visuals for a \$10,000 conference in collaboration with Filipinos in 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, UCB Pilipino Association of Scientists, Architects & Engineers

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-Learning Mobile App

Feb 2020 - May 2020

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

Bears aBoard, Location-Based Message Board App

Mar 2020 - Apr 2020

- Adopted Android UI patterns and conventions for clear and effective design for mobile devices using Android Studio
- Implemented location-tracking and distance calculation using Java while accessing and parsing data from Firebase API and JSON files, which allowed users' messages and current location to update in real-time relative to landmark distance

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