



# SHEENA GONZALEZ

## Interface Designer

shngonzalez@gmail.com  
linkedin.com/in/sheena-gonzalez  
+1(818) 964-2236

For [projects](#), see my online portfolio:  
<https://sheenagonzalez.github.io>

## SKILLS

UX Ideation  
User Interview  
Contextual Inquiry  
Task Analysis  
Usability Testing

Wireframing  
Prototyping  
Storyboarding  
Copywriting  
Animation

Figma  
Sketch  
InVision  
Adobe Creative Suite  
Android Studio  
Unity

HTML & CSS  
JavaScript  
Java, Python, C

Aug 2016  
- May 2020

Sep 2019  
- Dec 2019

May 2017  
- Oct 2019

Aug 2016  
- May 2019

Feb 2019  
- Aug 2019

## 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 Scholars, 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 both digitally and in print

### 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 130% and member retention rate to 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 university-level research experiments in MATLAB