



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

- Derived user-centered solutions that tackled modernization of landing, search and lyrics pages
- Ranked among top 5 out of 37 teams to present in front of 100+ other students in web dev course

SKILLS

- | | |
|-----------------|------------------------|
| • Wireframing | • UX Ideation |
| • Prototyping | • Contextual Inquiry |
| • Storyboarding | • Competitive Analysis |
| • 2D Animation | • Usability Testing |
| • Photoshop | • Figma |
| • Illustrator | • Sketch |
| • InDesign | • InVision |
| • Adobe XD | • Android Studio |
| • HTML | • Java |
| • CSS | • Python |
| • JavaScript | • C |
| • jQuery | • Unity |

EDUCATION

University of California, Berkeley

Aug 2016 - May 2020

BA, Cognitive Science (Major GPA: 3.16)

Minor in Computer Science

Relevant Coursework

- User Interface Design & Development
- Web Design DeCal
- The Structure of Computer Programs
- Visual Thinking
- Game Design & Development DeCal
- Perception
- Industrial Design and Human Factors
- Brain, Mind & Behavior

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