Sheena Gonzalez

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Summary: Creative Graphic Designer with 5+ years of experience delivering impactful digital and print solutions for beauty, lifestyle, and wellness brands. Skilled in creating e-commerce banners, packaging, and promotional materials that drive brand growth. Proficient in Adobe Creative Suite, Figma, and collaborating with cross-functional teams to execute creative campaigns.

EXPERIENCE

Frontend Developer & Designer   Mar 2021 — Oct 2023
Blissy, LLC.   *Burbank, CA*

- Partnered with business, content, and product teams to create UX strategies for a beauty, wellness & lifestyle brand, optimizing e-commerce experiences for millions of users and doubling conversion rates to 7.45%.
- Built and designed responsive marketing pages, product storefronts, and landing pages, improving SEO and driving a 90% growth in traffic from 6.9M to 13M through targeted strategies.
- Designed print marketing assets such as in-mail brochures, translating creative briefs into impactful designs for retail and direct-to-consumer marketing.
- Worked with marketing to conceptualize new visual campaigns, e-commerce banners and digital ads for product launches, driving collaboration with major brands like NBC, Marvel, and the Marilyn Monroe Estate.

Frontend Developer & Designer Intern   Oct 2020 — Feb 2021
Marqui Labs   *Los Gatos, CA*

- Designed product packaging and brand logo variations for multiple clients, including a cider brand & fitness startup
- Redesigned and rebuilt a website prototype for NASA Aeronautics Research Institute from scratch

Web Design Intern   Nov 2020 — Feb 2021
Creative Digital Agency   *San Ramon, CA*

- Spearheaded the design of a 27-page website for inZaLab, developing interactive prototypes for both desktop and mobile, with export-ready assets to streamline client handoff.
- Produced post-launch marketing assets such as press kits, letterheads and mail templates, ensuring high-quality production files aligned with client branding and creative briefs.

Freelance Graphic Designer   Sep 2017 — Dec 2019
Innovative Design | *Filipinos in Silicon Valley Tech (FASTER) Conference* | *UCB PASAE*   *Berkeley, CA*

- Designed print and digital promotional materials for a $10,000 nonprofit tech conference, collaborating with industry leaders like Google and Facebook, attracting over 200 students and professionals.
- Created brand logos for a variety of clients, ensuring high-impact visuals aligned with brand identities.
- Developed banners and ads for events and social media campaigns for a campus organization using Illustrator and Photoshop, contributing to a 30% increase in member recruitment and growing retention rates by 63%.

EDUCATION

University of California, Berkeley   Aug 2016 — May 2020

- Bachelor's Degree in Cognitive Science & Minor in **Computer Science** (Major GPA: 3.16)
- Relevant Courses: UI Design and Development, Web Design, Game Design and Development

SKILLS

Design Tools: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Acrobat), Figma, Sketch, Adobe XD

Design Skills: Web Design, E-Commerce Banners, Social Media Graphics, Digital Ads, Wireframing, Prototyping, Brochures, Banners, Packaging, 2D Animation, Branding, UI/UX Research, UI/UX Design, Photo Editing, SEO Optimization

Web Development: HTML/CSS, Javascript, Webflow, Shopify Liquid, APIs, Java, Python