

Gina Avalón Goldberg

UX Enthusiast (with an MSc in Psychology)

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EDUCATION

Full Stack Web Development, Le Wagon

APRIL 2016 - JULY 2016 | Amsterdam, Netherlands

Learning the basics of programming and web development (check out my 'SKILLS' section).

UI/ UX Design, New York Code + Design Academy

SEPTEMBER 2015 - DECEMBER 2015 | New York, United States

Learned about user behavior and how to optimize their experience through good design using: personas, scenarios, user flows, competitive audits, sketches, wireframes, and usability tests.

Master (60 ECTS) Psychology of Human Learning and Performance, Erasmus University

SEPTEMBER 2013 - AUGUST 2015 | Rotterdam, Netherlands

Conducted a large experiment (122 participants randomly assigned to three conditions) on the "Acute Effects of Physical Exercise on Mood and Prosocial Behavior", experiencing every single step of the research process.

Bachelor (180 ECTS) Psychology Major & Statistics Minor, University College Roosevelt

SEPTEMBER 2010 - AUGUST 2013 | Middelburg, Netherlands

Enjoyed a broad Liberal Arts and Sciences education with a focus on the social sciences. Graduated Cum Laude.

Additional University-Level Courses

Psychology of Entrepreneurship (4 ECTS), Erasmus University /**Netherlands**

Psychology of Cross-cultural Memory (10 ECTS), Aarhus Universitet /**Denmark**

Spanish Language, Mexican Culture (9 ECTS), Universidad de Guadalajara /**México**

EXPERIENCE

Full-time Marketing & Communications Intern, Erasmus Centre for Entrepreneurship (ECE)

FEBRUARY 2015 - JUNE 2015 | Rotterdam, Netherlands

Maintained WordPress website and social media channels, generated and edited content (news and events, interviews I conducted with entrepreneurs, press releases), implemented SEO, set up a monthly newsletter, attempted to set up a feedback system for ECE events, photographed ECE events, and executed a promotion plan for the "Get Started" program.

Social Entrepreneurship Project "Klik" Team, Enactus

OCTOBER 2014 - AUGUST 2015 | Rotterdam, Netherlands

Set up classes where student volunteers interact with elderly to help them learn how to use technology (mostly iPads). Arranged logistics related to: course locations, iPad supply, volunteer recruitment, promotion among elderly, and creating supplementary course material.

Chair of the Student Board, Psychology Committee

AUGUST 2012 - JUNE 2013 | Middelburg, Netherlands

Organized events to help spread the love of psychology such as trips, guest lectures and movie nights - often seeking collaboration with other boards to reach a larger audience. Furthermore also set up a newsletter, a Facebook page, and led weekly board meetings.

Research Interviewer, Prison Project (Universiteit Utrecht, Universiteit Leiden, NSCR)

AUGUST 2011 - JULY 2012 | Province of Zeeland, Netherlands

Interviewed ex-prisoners about their experiences for a large-scale longitudinal study.

Donor Recruiter for Charitable Organizations, Streetwise Direct Dialogue BV.

SEPTEMBER 2010 - JUNE 2011 | Province of Zeeland, Netherlands

Conversed with people on streets to convince them to support a charitable organization.

Full-time Summer Employee, Ministry of Foreign Affairs

JUNE 2009 - JULY 2009 AND JUNE 2007 - JULY 2007 | The Hague, Netherlands

Sorted and then distributed mail to all departments and embassies.

★ SKILLS

Web Development

FRONT-END: HTML5, CSS3, Javascript, jQuery, React.js, Bootstrap and UI/UX

BACK-END: Ruby, Ruby on Rails, SQL, PostgreSQL and API's

OTHER: WordPress and Inkscape (Linux Vector Graphics Software)

*All at a basic level. Very interested in learning Adobe Creative Suite, especially Photoshop!

Marketing & Research

InfusionSoft, Hootsuite, SEO, Qualtrics, Typeform, SPSS and AMOS

Languages

English, Dutch (Native/ Bilingual) and Spanish (Proficient)

🌟 VOLUNTEERING

Sailing Assistant, Stichting Plons

MAY 2014 - SEPTEMBER 2014 | Rotterdam, Netherlands

Took children with mental and physical disabilities on engaging sailing trips.

Kitchen Assistant, Resto vanHarte

SEPTEMBER 2013 - JUNE 2014 | Rotterdam, Netherlands

Prepared community dinners for people of diverse ethnicities, ages and religions to interact.

♥ HOBBIES & INTERESTS

Social and creative entrepreneurship, Fitness/ group lessons, Team sports, Yoga, Meditation, Cooking experiments, Salsa dancing, Reading, Reading, Reading, Learning French, Photography, and last but not least exploring more of the world by travelling!