

Jerardo Gonzalez

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LinkedIn: <https://www.linkedin.com/in/jerardo-gonzaleza/>

Portfolio: <https://jerrygonzalez.org>

PROFILE

UI/UX focused student with hands-on experience designing and deploying responsive web applications. Passionate about creating intuitive, user-centered digital experiences that combine clean visual design with functional performance. Bilingual communicator with strong attention to detail and a commitment to craftsmanship.

EDUCATION

Texas State University – San Marcos, TX

Bachelor of Science in Digital Media Innovation

Expected Graduation: Fall 2026

Relevant Coursework: Web Development, Digital Media Production, Journalism, Innovation & Entrepreneurship

Hard skills

DESIGN & TECHNICAL SKILLS

UI/UX Design:

- User-centered design principles
- Wireframing & layout structure
- Responsive web design
- Visual hierarchy & typography
- Accessibility awareness

Development:

- HTML5
- CSS3
- JavaScript

- Bootstrap
- Visual Studio Code
- WordPress

Creative Tools:

- Canva
- Video & Photo Editing Software
- Xcode

Creative & Digital Tools

- Video Editing
- Photo Editing

Data & Analysis

- Social Media Trend Analysis
- Audience Engagement Analysis
- Digital Content Performance Evaluation

TECHNICAL SKILLS

- Programming: JavaScript, HTML, CSS, Bootstrap
- Tools: Visual Studio Code, Canva
- Web Development: Website creation, app deployment, responsive design
- Media Production: Video editing, photo editing, voice editing
- Content Platforms: YouTube content publishing and optimization

Languages

- **English (Fluent)**
- **Spanish (Fluent)**

Soft skills

CORE COMPETENCIES

- Web & Application Development
- Problem Solving
- Time Management
- Multitasking in Fast-Paced Environments
- Customer Service Excellence
- Cost & Waste Management

- Presentation & Communication Skills
- Attention to Detail

SELECTED PROJECTS

Responsive Web Application – Personal Portfolio

- Designed and developed a fully responsive website from concept to deployment.
- Improved usability across mobile and desktop platforms.
- Focused on clean layout, intuitive navigation, and performance.
- Tested across devices to ensure a consistent user experience.
 - Demo: <https://jerrygonzalez.org>

E-Commerce Concept Project – Shoes Platform

- Built a functional e-commerce-style interface emphasizing usability and product visibility.
- Implemented structured navigation and user-friendly layout design.
- Designed structured navigation and simplified layout for better usability.
- Prioritized clarity and minimal visual clutter.
 - Demo: <https://shoes.jerrygonzalez.org>

Music App Web Prototype

- Developed a music application interface for intuitive interaction and accessibility
- Focused on user-friendly design and clean interface structure
 - Created and deployed a music application interface structured for intuitive interaction.
- Demo: <https://jerrygonzalez.org/musicapp>

TECHNICAL PROJECTS

Web Application Development Project

- Built and deployed a functional web application using HTML, CSS, JavaScript, and Bootstrap
- Tested across devices to ensure responsiveness and performance
 - Integrated modern tools, including AI-based resources, to improve efficiency

iOS App Development (Xcode & Swift)

- Created a basic mobile app using Xcode and Swift
- Gained experience with UI layout and app structure

Artificial Intelligence Research & Report

- Conducted an in-depth interview and produced a comprehensive report analyzing the potential impact of artificial intelligence on the job market.
- Applied journalism techniques to strengthen research, writing, and time management skills.

Personal Portfolio & Websites

- Developed and launched multiple websites to showcase technical and creative work:
 - <https://jerardogonzalez.wordpress.com>
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LEADERSHIP & INVOLVEMENT

Texas State Innovation Club

Member | November 2024 – Present

- Collaborate with peers to develop coding and innovation skills.
- Participate in discussions and hands-on activities focused on entrepreneurship and technology.
- Introduced to industry tools, including Blender, Unity, Canvas, Photoshop, social media analysis, and WordPress.

Center for Innovation and Entrepreneurship

- Engaged in innovation-focused programs to strengthen business and startup development knowledge.

WORK EXPERIENCE

Dairy Queen – San Marcos, TX

Cashier, Cook, Shift Leader | June 2024 – 2025

- Promoted to leadership responsibilities due to strong work ethic and rapid learning ability.
- Managed food preparation, portion control, and waste reduction to support revenue goals.
- Delivered high-quality customer service in a fast-paced environment.
- Trained team members and followed operational standards to ensure efficiency and safety.

Freddy's – San Marcos, TX

Cashier and Cook | March 2024 – May 2025

- Maintained high standards of customer service and food quality.
- Demonstrated reliability by staying beyond scheduled hours to complete responsibilities.

Cheddar's Restaurant

Fryer & Grill Cook | November 2025 – Present

- Prepared and cooked menu items such as steaks, burgers, chicken, and salads.
- Maintained food safety standards and kitchen efficiency during high-volume shifts.

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REFERENCES

Mrs. Nicole Stewart-Mass communication professor

Texas State University

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Mr. Jon Zmikly-Mass communication professor

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Mr. Alex Avila- Mass Communication professor

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