

GENEVA TOVAR

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SKILLS

Java, Python, C, Rust, HTML, CSS, JavaScript. GitHub, Git, MacOS, Bash. ServiceNow. Figma, Adobe Illustrator, Procreate. Microsoft 365, Google Workspace, Slack. UX Research. SDLC.

EDUCATION & CERTIFICATES

University of San Francisco San Francisco, CA

Bachelor of Science, Computer Science Major, UX/UI Minor

Graduating Spring 2027

Relevant Modules: Data Structures & Algorithms, Linear Algebra, Design Fundamentals, C and Systems Programming, Introduction to Computer Science II, Introduction to Computer Science I, Intro to UX Research and Testing, Discrete Mathematics, Calculus & Analytic Geometry I

Girls Who Code

New York, NY and Online

Summer Immersion Program, Certificate of Completion

2022

CodePath

San Francisco, CA and Online

Intro to Web Development, Certificate of Completion

2025

EXTRACURRICULAR EXPERIENCE

OpenAI x Homie

Sept. 2025 - Present

Student Intern

San Francisco, CA

- o Will support launch strategies, provide user feedback, and drive awareness across target audiences.
- o Expected to test and evaluate messaging, outreach tactics, and marketing channels to contribute to product growth

UX/UI Hub

May 2025 - Present

Founder & Co-President

San Francisco, CA

- o Initiated the development of a student-led UX/UI club focused on skill-building and community within the field of user experience and interface design.
- o Planned events such as project-building sessions, speaker talks, networking opportunities, and community bonding activities to support student growth.

Women in Technology

Aug. 2024 - Present

Marketing Team

San Francisco, CA

- o Participated in initiatives to advance gender diversity in tech and increase leadership opportunities for women in the industry.
- o Overseeing event promotion, social media strategy, and member outreach.

Girls Who Code Club

Aug. 2022 - May 2023

President

Sacramento, CA

- o Created and led interactive workshops on coding, cybersecurity, and more, empowering more than 20 girls to explore STEM.
- o Presented at club fairs and open houses, increasing club membership by 40% and promoting computer science education.

PROJECTS

SFO Through Crisis Data Visualization (JavaScript, D3.js)

March 2026 - Present

- o Built an interactive scrollytelling web app analyzing SFO air traffic trends using D3.js visualizations (calendar heatmap, small multiples, streamgraph, chord diagram) on a real-world DataSF dataset.
- o Engineered modular JavaScript architecture across multiple files, resolving function collision bugs and translating raw public data into transparent, accessible visual narratives.

UX Research Portfolio (Figma)

January 2025-May 2025

- o Designed and executed a usability test plan for music streaming platforms, analyzing results to identify pain points and enhance user experience.
- o Created proto-personas, journey maps, and a professional Figma portfolio deck to present research insights and support UX design decisions.

Mancala Computer Game (C)

April 2025

- o Built an intelligent one-player Mancala game in C, extending a prior two-player version by implementing strategic decision-making.
- o Designed and programmed an intelligent computer move selection using heuristics like maximizing capture gain, avoiding loss, and earning turns.

EXPERIENCE

Information Technology Services

October 2025-Present

Technician

San Francisco, CA

- o Perform system diagnostics, technical troubleshooting, and issue escalation using ServiceNow to log and track tickets, documenting recurring problems to identify patterns and improve team response efficiency.

- o Maintain clear communication between end users and specialized support teams -- routing classroom and AV issues to the Classroom Technology team and dorm, office, and printer issues to Field Support -- ensuring accurate escalation and minimal disruption to operations.
- o Process and inventory incoming hardware shipments, including unboxing, applying asset tags, and recording serial and tag numbers to maintain accurate stock records.
- o Perform OS imaging on Windows PCs and Macs, maintain loaner device supply, and conduct regular stockroom inventory scans to ensure asset records remain current.
- o Support Deployment Specialists in workstation replacements and new computer setups for university staff and faculty, including network printer configuration across Dell, HP, Lanier, and Ricoh devices.
- o Execute hardware-level maintenance, including memory and hard drive swaps, and assist with office relocations requiring the transfer or repositioning of ITS equipment.

Starbelly

September 2024 - April 2025

Host

San Francisco, CA

- o Managed reservations and seating arrangements using OpenTable, demonstrating proficiency in software navigation.
- o Increased speed of service through effective multitasking, prioritization, and time management skills is critical for managing complex workflows.

Urbano's Mexican Restaurant

January 2020 - December 2024

Server/Busser

Lincoln, CA

- o Optimized workflows to improve efficiency and service speed in a high-demand environment.
- o Collaborated with team members to identify process improvements and enhance operational efficiency.