

ALYSSA TO

✉ alyssaxto@gmail.com 🌐 alyssaxto.github.io 🌐 alyssaxto

Education

University of Texas at Dallas

Aug. 2022 – Dec. 2024

Bachelor of Arts, Technology, and Emerging Communications with a Concentration in UX Design

Richardson, TX

Relevant Coursework: Interaction Design I and II, Human Computer Interaction, Design Research Methods, Design Histories, Design I and II, Digital Art and Design Foundations, and Programming for Digital Arts

Experience

bp

May 2024 – Aug. 2024

Incoming UX Design Intern

Houston, TX

- Interning as a UX Designer at bp during summer 2024

ArtSciLab

Jan. 2024 – Present

UX/UI Designer

Richardson, TX

- Developed a program in collaboration with **UT Southwestern** to assist neck and throat cancer patients
- **Designed 100+ screens** meant to mentor cancer patients to go through chemotherapy
- Assisted in reviving and marketing “Creative Disturbance,” a podcast platform that raised over **2,500 dollars** in crowdfunding

UT Dallas Game Lab

Aug. 2024 – Present

UX/UI Designer

Richardson, TX

- Developed assets for a first person shooter
- Worked with a **team of over 32 students** to produce a functional game in the timeframe of a semester

Youtube

May 2018 – Present

Content Creator

Houston, TX

- Presenting my artistic talents to a vast and engaged audience of over **200,000 subscribers** and garnered over **18,000,000 viewers**.
- **Employed SEO and content optimization strategies** to enhance the discoverability of videos, resulting in increased organic growth and visibility on the platform.
- **Collaborated with brands and partners on sponsored content**, consistently meeting or exceeding campaign objectives and delivering exceptional value to clients.

Projects

I Can Manage Cancer | Figma, ELearning

Jan. 2024 – Present

- Designed an **educational program**, “I Can Manage Cancer” to provide cancer patients at UT Southwestern with effective strategies for optimizing their treatment process
- Conducted testing on over **13 cancer patients** at UT Southwestern, led meetings with healthcare workers, and used Figma to produce a **high-fidelity prototype with over 100 screens**
- Awarded over **8,000 in grants** to continue research

Extracurricular

HackUTD

Jan. 2024 – Present

Marketing Team Member

University of Texas at Dallas

- Worked alongside a team of more than 30 officers to organize the **2nd biggest hackathon in the US** which over **1000 individuals participated in**.
- Created a website template for other hackathons to utilize and designed the website for the 11th HackUTD

Technical Skills

Certifications: Applied Experience Design and Research from The University of Texas at Dallas (May 2024)

User-Centered Design, Wireframing, Prototyping, Interaction Design, Visual Design, Information Architecture, User Research, Usability Testing, Design Systems, Figma, HTML/CSS, Motion Design, Front-end Development, Persona Development, Project Management, Psychology and Human Behavior, Information Visualization, Adobe XD, InVision, Figma, and User Flow Diagrams, User Interface Animation, User-Centered Research Methods