

ALYSSA TO

✉ alyssaxto@gmail.com 🌐 alyssaxto.github.io in www.linkedin.com/in/alyssaxto

Education

University of Texas at Dallas (GPA 3.7/4.0)

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, Strategic Design, Design I and II, Digital Art and Design Foundations, Animation and Game Fundamentals, Game Production Lab, and Programming for Digital Arts

Certifications

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

Public Speaking and Presentations from Arizona State University (August 2024)

Experience

bp

May 2024 – Aug. 2024

UX Design Intern

Houston, TX

- Lead designer on a product creating a generative AI image interface using Sketch and DALL-E
- Conducted user research engaging with 19 survey participants, conducting 6 in-depth user interviews, and 5 sessions of usability testing to inform design decisions effectively.
- Engaged in immersive learning experiences by shadowing seasoned designers on high-stakes projects, gaining valuable insights into stakeholder dynamics and design strategies.

ArtSciLab

Jan. 2024 – May 2024

UX/UI Designer

Richardson, TX

- Designed over 100 screens for an educational program, "I Can Manage Cancer" to provide cancer patients at UT Southwestern with effective strategies for optimizing their treatment process
- 2,500 dollars in funding for "Creative Disturbance," a podcast platform for students
- Awarded over 8,000 in grants to continue research and development on "I Can Manage Cancer"

UT Dallas Game Lab

Aug. 2024 – Present

UX/UI Designer

Richardson, TX

- Crafted intuitive and visually compelling UI designs for a game, enhancing player experience and engagement.
- Partnered closely with developers to deliver a fully functional and published game within a single semester, ensuring a seamless integration of design and technology.

Youtube

May 2018 – Present

Content Creator

Houston, TX

- Presenting my artistic talents to an engaged audience of over 200,000 subscribers and garnered over 19,000,000 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 over 3 brands and partners on sponsored content, consistently meeting or exceeding campaign objectives and delivering exceptional value to clients.

Extracurricular

Association for Computing Machinery (HackUTD)

Jan. 2024 – Present

UX Designer

University of Texas at Dallas

- Collaborated with a team of over 30 officers to organize HackUTD, the largest university 24 hour hackathon in the United States, drawing over 1,000 participants.
- Led the design of the official website for HackUTD 11 and created a website template for future hackathons

Technical Skills

User-Centered Design, Wireframing, Prototyping, Figma, Interaction Design, Visual Design, Sketch, User Research, Usability Testing, Design Systems, HTML/CSS, Motion Design, Front-end Development, Persona Development, Project Management, 2D Animation, Concept Art, Artificial Intelligence, Branding, and User Flow Diagrams