

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** and conducting **6 in-depth user interviews** 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 an **educational program**, "I Can Manage Cancer" to provide cancer patients at UT Southwestern with effective strategies for optimizing their treatment process
- **Designed over 100 screens** aimed at guiding and supporting cancer patients through their chemotherapy journey
- Assisted in marketing "Creative Disturbance," a podcast platform that raised over **2,500 dollars** in funding
- 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 a vast and 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 brands and partners on sponsored content**, consistently meeting or exceeding campaign objectives and delivering exceptional value to clients.

Extracurricular

HackUTD

Jan. 2024 – Present

UX Designer

University of Texas at Dallas

- Collaborated with 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

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