

ALYSSA TO

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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, Strategic Design, Design I and II, Digital Art and Design Foundations, and Programming for Digital Arts

Experience

bp

May 2024 – Present

UX Design Intern

Houston, TX

- **Lead designer** on a product creating a generative AI image application 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.
- Collaborated within a dynamic team of **13 digital interns** to develop an innovative web application aimed at **fostering sustainability practices** among bp employees.
- Engaged in immersive learning experiences by **shadowing seasoned designers** on high-stakes projects, gaining valuable insights into stakeholder dynamics and design strategies.

UT Dallas Game Lab

August 2024 – Dec. 2024

UX/UI Designer

Houston, 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

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 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
- Awarded over **8,000 in grants** to continue research

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.

Extracurricular

HackUTD

Jan. 2024 – Present

UX Designer

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, Figma, Interaction Design, Visual Design, Sketch, User Research, Usability Testing, Design Systems, HTML/CSS, Motion Design, Front-end Development, Persona Development, Project Management, and User Flow Diagrams