

# 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, 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"

### UTDallas 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, Branding, and User Flow Diagrams