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 (Dec. 2024)

Public Speaking and Presentations from Arizona State University (Aug. 2024)

Experience

bp   **May 2024 – Present**
User Experience Designer   *Houston, TX*

- Contributed to the design of bp's Digital Twin interface, developing intuitive workflows and visualizations that enable engineers to remotely monitor and interact with 3D models of offshore rigs for faster, data-driven decision-making.
- Conducted user research with refinery operators to design a comprehensive platform that streamlines rounds, improving efficiency and reducing task completion time.

UX Design Intern   **May 2024 – Aug. 2024**

- Led design of a generative AI image interface using Sketch and DALL-E, enhancing creative exploration and design automation.
- Conducted user research by engaging with 19 survey participants, leading 6 user interviews, and facilitating 5 usability testing sessions, translating findings into insights that shaped design decisions and improved usability.
- Shadowed senior designers on high-stakes projects, gaining insights into stakeholder dynamics, design strategies, and cross-functional collaboration.

ArtSciLab   **Jan. 2024 – Jun. 2025**
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.
- Raised 2,500 dollars in funding for "Creative Disturbance," a podcast platform for students.
- Secured over 8,000 dollars in grants to advance research and development of "I Can Manage Cancer".

Association for Computing Machinery (HackUTD)   **Jan. 2024 – Dec. 2024**
UX Designer   *University of Texas at Dallas*

- Collaborated with a team of 30 officers to organize HackUTD, the largest 24-hour university hackathon in the U.S., attracting over 1,100 participants and awarding over 120,000 dollars in prizes.
- Led the design of the official website for HackUTD 11 and created a website template for future hackathons.
- Designed custom collectible pins for HackUTD 11, enhancing event branding and participant engagement.

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.

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, Branding, and User Flow Diagrams