

# ALYSSA TO

✉ alyssaxto@gmail.com 🌐 alyssaxto.netlify.app 🌐 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 (Dec. 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 – Present

*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"

### Association for Computing Machinery (HackUTD)

Jan. 2024 – Dec. 2024

*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

### UT Dallas Game Lab

Aug. 2024 – Dec. 2024

*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.

## 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