Alyssa To

✉ alyssaxto@gmail.com 🌐 alyssaxto.netlify.app 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 (Dec. 2024)

Public Speaking and Presentations from Arizona State University (Aug. 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.
- Raised 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.
- Designed custom collectible pins for HackUTD 11, enhancing event branding and participant engagement.

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