

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

June 2025 – 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.
- Collaborated with cross-functional teams including engineers, product managers, and stakeholders to define product requirements and deliver high-fidelity prototypes.
- Developed UI components and design patterns for consistency across digital platforms, supporting scalable design systems.

UX Design Intern

May 2024 – Aug. 2024

- Designed a generative AI image creation interface using Sketch and DALL·E, enabling faster design exploration and creative ideation.
- Conducted end-to-end user research (19 survey participants, 6 interviews, 5 usability tests) to uncover pain points and shape design improvements.
- Collaborated with senior designers and product stakeholders to iterate on prototypes and align UX strategy with business goals.

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.
- Helped secure 10,000+ in funding and grants to advance the project's design research and implementation.

Association for Computing Machinery (HackUTD)

Jan. 2024 – Dec. 2024

UX Designer

University of Texas at Dallas

- Led design of the official HackUTD 11 website, improving usability and visual identity for 1,100+ participants.
- Developed a reusable design template system for future hackathons, standardizing design assets and workflow efficiency.
- Designed collectible event pins and graphics, strengthening brand cohesion and participant engagement.

Youtube

May 2018 – Present

Content Creator

Houston, TX

- Built an audience of 200,000+ subscribers and 19M+ views through engaging, design-focused content.
- Generated 35,000+ dollars in revenue through sponsorships, ad partnerships, and digital product sales.
- Applied SEO optimization and analytics insights to boost organic reach and viewer retention.

Technical Skills

User Experience Design, Interaction Design, Visual Design, User Interface Design, Wireframing, Prototyping, User Research, Usability Testing, Information Architecture, Journey Mapping, Persona Development, Accessibility (WCAG), Design Systems, Figma, FigJam, Adobe XD, Adobe Creative Suite, Front-End Development, HTML/CSS, Agile Methodology, Collaboration, and Product Strategy