

ALYSSA SHAO

UX/UI Product Designer

alyssashao.com
[linkedin.com/in/alyssashao](https://www.linkedin.com/in/alyssashao)
amshao@usc.edu
+1 213-551-8628

EXPERIENCE

Branch, Product Design Intern

May 2022–Present | Remote

- Create landing pages and content experiences that generate top-of-funnel awareness and leads by working with cross-functional teams
- Design prototypes for new features and product ideas with adaptable layouts in mobile, tablet, and desktop for responsive web design
- Refine key personas and needs through A/B tests and user interviews

Surfn, UX/UI Designer

June 2021–August 2021 | Remote

- Designed hi-fidelity interfaces for socializing mobile app aimed to connect college students worldwide with a data set of 500+ users
- Tested usability via observation interviews to iterate on prototype
- Strategized IOS product launch with engineering and marketing teams

Daily Trojan, Design Director

July 2021 - May 2022 | Los Angeles, CA

- Lead the creative aesthetic of USC's award-winning printed and digital newspaper with a daily circulation of 10,000+ readers
- Manage a team of 15+ graphic and interactive media designers

Trojan Scholars Society, Marketing Director

December 2020–December 2021 | Los Angeles, CA

- Initiated A/B testing and increased newsletter click-rate by 52% in 3 months
- Advertised 5 events/month via Instagram and MailChimp to 2,000 Scholars
- Designed long-term branding merchandise with over 300 items produced

PROJECTS

ReLove Mobile App, UX/UI Designer

February 2022 | Los Angeles, CA

- Ideated features and epics for digital storefront app that allows users to hire services from small businesses impacted by the Covid-19 pandemic
- Conducted market research to generate real personas and user stories
- Designed and iterated upon Figma prototype with front-end developers

Brake Mobile App, UX/UI Team Lead

September 2021–December 2021 | Los Angeles, CA

- Led a 4-person team in the research and visual design of a mobile app
- Developed the conceptual idea and designed UI screens for live prototype
- Tested usability using SUS surveys, observation interviews, and shadowing

EDUCATION

University of Southern California

August 2020–May 2024

BA Design | Consumer Behavior Minor
4.00 GPA

Coursera – CalArts

Specialization: UX/UI Design

SKILLS

Design

UX/UI Design
Graphic Design
User Research
Web VR/AR
Wireframing
Prototyping
Usability Testing

Tools

Figma
InVision
Balsamiq
Reality Composer
Unity
MailChimp
Adobe CS:
Photoshop
Illustrator
InDesign
XD
AfterEffects
PremierePro

Languages

French
Mandarin
HTML/CSS
Python

ACHIEVEMENTS

Governor General's Academic Medal

The Governor General of Canada

Presidential Merit Scholar

University of Southern California

Brona App: Finalist, Crowd's Choice

CreateSC Designathon

Fisher Museum Student Exhibition

University of Southern California

Academic Achievement Award

University of Southern California

BC Achievement Scholarship

British Columbia Ministry of Education