

Alyssa Shao

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

WORK EXPERIENCE

Surfn, UX/UI Designer

June 2021–August 2021 | San Francisco, CA (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 analyze and iterate design flows
- Strategized IOS product launch with engineering and marketing teams

Good Better Best, Graphic Designer

July 2021–August 2021 | New York City, NY (Remote)

- Created a 90+ page academic planner aimed at enhancing productivity, learning habits, and mental well-being in American middle school students
- Transformed broad conceptual visions into themed publication layouts

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 in need of help due to the Covid-19 pandemic
- Parsed LA's "Lost Businesses" database to generate real personas and stories
- Prototyped hi-fidelity Figma user flow in 24 hours for engineering handoff

Brake Mobile App, UX/UI Team Lead

September 2021–December 2021 | Los Angeles, CA

- Led a 4-person team in the user research and visual design of a parking app
- Conducted user interviews and created customer personas, journey maps, and wireframes prior to final high-fidelity Figma prototype
- Tested usability using SUS surveys, observation interviews, and shadowing

LEADERSHIP EXPERIENCE

Daily Trojan, Design Director

January 2021–Present (Designer), July 2021 - Present (Director) | 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
- Create graphic assets to direct social media engagement to main site

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
- Worked cross-functionally with E-board to address scope and event feedback
- Designed long-term branding merchandise with 300+ items produced

EDUCATION

University of Southern California

BA: Design; Minor: Consumer Behavior

Honors: 4.00 GPA, Dean's List

Expected May 2024

Coursera – CalArts

Specialization: UX/UI Design

SKILLS

Design

UX Design
Graphic Design
Web VR/AR
Wireframing
Prototyping
Info. Architecture
Usability Testing

Languages

French
Mandarin
HTML/CSS
Python

Tools

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

ACHIEVEMENTS

Governor General's Academic Medal

The Governor General of Canada

Presidential Merit Scholar

University of Southern California

Fisher Museum Student Exhibition

University of Southern California

Academic Achievement Award

University of Southern California

BC Achievement Scholarship

BC Ministry of Education

District Authority Scholarship

BC Ministry of Education