

# ALYSSA BERGER

HONORS USER EXPERIENCE  
DESIGN AND ANTHROPOLOGY

## CONTACT

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## EDUCATION

2023 - 2027

### PURDUE UNIVERSITY

- Bachelors of Science, User Experience Design
- Bachelors of Art, Anthropology
- Minor in Critical Disability Studies
- 3.99 GPA

2019 - 2023

### WORTHINGTON KILBOURNE HIGH SCHOOL

- High School Diploma
- 4.2 W/3.98 UW GPA

## LEADERSHIP & AWARDS

- Purdue Hillel: President, VP of Programming & Engagement
- Purdue Student Union Board: Director of Wellbeing, General Member
- Residence Hall Association: President, Windsor Hall Senator
- Windsor Hall Club: Resident Assistant Representative, Treasurer, RHA Senator
- Outstanding Sophomore Award
- Purdue Dean's List
- Purdue Semester Honors

## WORK EXPERIENCE

### Purdue University Residences

AUGUST 2025 - PRESENT

#### Windsor Halls Resident Assistant

- Built community among 30+ residents through daily engagement and weekly events, fostering a welcoming environment.
- Planned and executed 32 annual programs, managing budgets and boosting resident participation.
- Enforced policies and supported residents through challenges, using strong communication and problem-solving skills.

### OCLC

MAY 2024 - AUGUST 2025

#### UX Accessibility Intern

- Assessed accessibility compliance of OCLC products using WCAG 2.2 standards, with a focus on landmark EU (2025) and US (2026) regulations.
- Generated VPAT reports, created and updated Jira tickets, and re-evaluated product accessibility post-remediation.
- Contributed to a capstone project introducing AI applications across UX Design, Cybersecurity, Business Analysis, and Information Security teams.

### Elliot Hall of Music

SEPTEMBER 2023 - PRESENT

#### User and Ticket Taker

- Guided and validated visitors, tailoring assistance to meet their unique needs
- Supervised peer ushers, ensuring visitors were properly greeted with all questions appropriately answered
- Ensured theatre remains safe and accessible throughout performances

### The Bristol Senior Living

JUNE 2023 - PRESENT

#### Lead Server

- Excitedly welcomed residents with the understanding that we are guests in their homes, and that it is our pleasure to be in their attendance
- Delivered and attended to the resident's request for food, beverage, or culinary assistance in a timely manner
- Assisted with interviewing, onboarding, and training of new waitstaff, ensuring seamless integration into team operations and maintaining high standards of service.

## PROJECT EXPERIENCE

### UX Research and E-Commerce Optimization for Eclipta

JANUARY 2025 - MAY 2025

Purdue User Experience Design Studio

- Collaborated with emerging beauty brand *Eclipta* to execute cross-platform UX research and design solutions for Shopify and Amazon storefronts, aligning natural self-care products with evolving consumer expectations
- Led qualitative and quantitative research initiatives, including stakeholder interviews, comparative analysis, and user journey mapping, to inform SEO strategy, product categorization, and storefront aesthetics for audiences seeking to improve their hair health and wellness.

### Naval Observatory Construction Analysis

AUGUST 2024 - MAY 2025

US Department of State Diplomacy Lab

- Conducted in-depth historical research regarding the Old Naval Observatory, investigating the site's construction, narratives, and potential usage of slave labor
- Curated a StoryMap to present research findings, including historical photographs, maps, and contemporary images taken throughout the project

### Designing for Advocacy: MIC Volunteer Platform for CASA

AUGUST 2024 - DECEMBER 2024

Purdue User Experience Design Studio

- Partnered with CASA documentation startup *MIC* to design high-fidelity prototypes streamlining volunteer case reporting and data collection for court-appointed child advocacy
- Conducted in-depth stakeholder interviews and usability testing to tailor user experiences to older CASA volunteers and supervisors, incorporating accessible workflows and privacy-first interface features

### Microsoft Support Audience Expansion

JANUARY 2024 - MAY 2024

Purdue User Experience Design Studio

- Actively collaborated with Microsoft to analyze social media and community site user behavior to identify trends and preferences among Generation Z and Millennial users
- Utilized qualitative and quantitative research methods to gather actionable insights for optimizing end-user support experiences

### Human Epoch: Mapping Heritage

JANUARY 2024 - MAY 2024

US Department of State Diplomacy Lab

- Researched and documented the cultural heritage and historic significance of the US Chancery complex within the Historic Centre of Rome
- Evaluated the local, state, federal, and global policy implications for maintaining the complex site within a World Heritage location