Alyssa Atain

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EXPERIENCE

goop • Software Engineer & Process Lead **2018 — Present**

Collaborate with Product, Design, SEO, and UX teams to create a seamless reading and shopping experience for goop.com users.

- Co-conducted a usability test of three filtering flows for goop's search page redesign. Uncovered confusion on how to use search filters due to discrepancy between filter groupings and main site navigation.
- Synthesized 4,000+ survey responses to assess user interest in a community forum.

SangNamGam • Founder & Director
📍 *Bokeo Province, Lao PDR* **2016 — 2017**

Led the research, ideation, planning, & implementation of a participatory development model that empowered villagers to co-determine and co-invest in projects.

- Organized 15+ informational phone calls with Lao non-profit workers to learn about historical community engagement and potential roadblocks when collecting funds.
- Reviewed existing literature of behavioral economics to better understand spending habits and the conflicting motivations of people living in a "scarcity" mindset.
- Held in-depth interviews with 5 village authorities to learn the pros & cons of the aid system from their perspective. Discovered that remote, medium-sized village clusters were often overlooked due to the relatively greater need in nearby, smaller villages.
- Conducted ethnographic research of the target community, attending key community events to build rapport, understand community dynamics and conduct needs-finding.
- Led a focus group of four parents to test the popularity of a 50/50 funding model and community support for a proposed library construction project.

Proximity Designs • Field Researcher and Design Strategist
📍 *Yangon, Myanmar* **2015 — 2016**

Designed and led workshops for 300+ employees, personalized class materials to address existing needs, and advocated for users during innovation phase.

- Conducted 1-on-1 interviews, intercepts, and ride-alongs with staff from 10 micro-finance offices to understand their daily routines and on-the-job training needs.
- Piloted mobile chat E-learning experience, applying user-centered design principles to incorporate diverse learning mediums and adapt to limited internet availability.

Plan International • Capacity Building Support Specialist
📍 *Bokeo Province, Lao PDR* **2014 — 2015**

Summarized field research, while collecting video, photos, and real stories for reports & case studies on how Plan's programs affected education, sanitation, & health outcomes.

Abt Associates • Chiefs Of Party Annual Conference Coordinator
📍 *Washington, DC, USA* **Summer 2014**

Conducted 1-on-1 interviews with Logistics, IT, Office Services, and Management team members to understand and address their conference needs and objectives.

Satree Secondary School • Princeton in Asia Fellow
📍 *Phang Nga, Thailand* **2013 — 2014**

Designed curriculum and engaging school assignments for 6th-12th grade students as a full-time public teacher.

EDUCATION

Princeton University
B.A. in Politics
Cert. in Chinese Lang & Culture

Summers Abroad:
Beijing Normal University
📍Beijing, China **| 2010**

Fundación Ortega y Gasset
📍Toledo, Spain | **2011**

Princeton in Asia's Summer of Service
📍Hunan, China | **2012**

Research:
- *An Ethnographic Study of Teacher-Student Interactions in Two Trenton High Schools*
- *The Relationship Between Internet Penetration and Newspaper Coverage in Mainland China*

TRAINING

Scrum Master Certification
Scrum Alliance
2-day course to improve Scrum team roles, events, & artifacts.

Design Thinking Immersive
Cooper Professional Education
2-day course to practice user interviews, prompt creation, affinity mapping, & paper-prototyping

Software Engineering Immersive
Codesmith
3-month training to develop deeper understanding of JavaScript & React

LANGUAGES

Laotian — intermediate

Spanish — intermediate

Mandarin — intermediate

Thai — elementary

Polish — beginner