

Zeila Hobson

Mixed Methods UX Researcher, Content Strategist & Project Manager
Pittsburgh, PA 15202

[LinkedIn](#) | [Portfolio](#) | [Email](#)

Education

Edinboro University of Pennsylvania

September 2016-May 2020

BS Forensic Psychology

Minors: Journalism & Pre-law

GPA: 3.4

UX Design Certification Course

via Coursera

December 2021-March 2023

Grade: 95%

UX Research at Scale

via Michigan State University

March-April 2023

Grade: 97%

AI Prompt Engineering

via Vanderbilt University

July 2023-January 2024

Grade: N/A

Writing Experience

Social Media Content Strategist & Copywriter

[REEA Global](#) | Remote | Contract

March 2023 - March 2024

Freelance Journalist & Creative Writer

[IREMG](#) - | Remote | Contract

Oct 2021 - October 2022

Features Writer

[TheThings](#) | Remote | Contract

September 2021 - November 2021

Social Media Marketing Strategist & Staff Writer

[Pasquines](#) | Remote | Internship

January 2018 - January 2019

Staff Writer & Editor

[The Spectator](#) | Edinboro University | Internship

September 2017 - May 2020

Creative Features Writer

[Unpublished Magazine](#) | Internship

July - November 2020

Work Experience

Recruitment Consultant

[Public Allies](#) | Remote | Part-Time Contract

July 2024-September 2024

- Researched and developed a social media strategy to recruit students to the Public Allies Fellowship 2024 Program.
- Created and implemented a content calendar that included advertising campaigns and job board maintenance.
- Engaged with in-person/online events and interviews to engage interested students.
- Partnered with local universities and organizations to advertise the fellowship.
-

Lead User Experience Researcher & Project Manager

[REEA Global](#) | Remote | Full-Time Contract

January 2022-April 2024

- Led the establishment of a User Experience Research (UXR) practice within REEA Global, fostering strong client relationships and laying the foundation for future team expansion.
- Organized and managed project schedules and budgets, effectively coordinating multiple research projects simultaneously, while ensuring alignment with specific project requirements.
- Facilitated collaboration and maintained engagement among participants, team members, and stakeholders.
- Regularly communicated project updates to stakeholders through channels such as Slack, email, Loom, and syncs.
- Assess client and user requirements to define the scope and objectives of UXR projects.
- Designed and implemented user studies to identify user pain points in clients' digital applications/solutions, including recruitment, participant scheduling, and creation of study materials.
- Conducted evaluative analysis of quantitative and qualitative data to extract meaningful insights.
- Generated recommendations based on user feedback and background research, presenting findings through comprehensive Case Studies and Research Reports to relevant stakeholders.
- Maintained REEA Global blog and LinkedIn content.
- Hired, onboarded, and trained UXR team members.

Research Analyst (UX Concentration) & In-VR Data Quality Evaluator

[Meta Research Reality Labs](#) via Insight Global | Pittsburgh, PA | Full-Time Contract

March 2021 to August 2022

- Conducted user studies utilizing [virtual reality headsets](#) and proprietary capture systems for 50+ data collection sessions.
- Ensured proper equipment setup, collaborating with engineering, safety evaluators, and the research study team.
- Managed participant interactions, providing instruction and debriefing post-study for data collection sessions.
- Conducted user interviews during testing to gather qualitative feedback.
- Operated research equipment, including the capture dome control system and calibration robot.
- Followed and contributed to evolving research scripts (Versions 2-4) based on participant feedback.
- Collected metrics and analyzed data to optimize the capture process / identified and reported bugs or issues.
- Leveraged UX Research & Design principles to support research and development activities, including data collection, on-site handling, participant compensation tracking, and equipment/procedure tracking.
- Streamlined data collection documentation to optimize the workflow and user experience of technicians.
- Drafted standard operation procedures for several aspects of the data collection process to streamline the workflow.
- Annotated and labeled data according to specifications, focusing on accuracy and key performance indicators (KPIs).
- Provided feedback to optimize annotation guidelines / ensured high-quality annotations from the external annotation team.
- Designed and implemented 2 pilot user studies to assess limitations identified via UX Research in the general study.
- Presented relevant progress updates (via case study) to the entire Meta Reality Lab alongside my project lead.
- Organized/facilitated lab-wide Holiday parties and networking events. Led UX Workgroup & Team Building Workgroup.

Curator & UX Strategist

[The Cheap Cheap Vintage](#) | Remote | Part & Full Time

October 2019 - December 2021

- Curated a selection of gently used clothing items, applying sewing and design skills to transform the items.
- Designed, deployed, and maintained a database to efficiently track customer orders and product inventory.
- Oversaw the receiving and processing of online and phone orders, maintaining a high level of accuracy and promptness.
- Ensured timely and careful packaging and shipping of orders, ensuring customer satisfaction.
- Employed market research techniques to drive customer engagement and sales, including designing and implementing targeted ad campaigns and developing a comprehensive brand guide.
- Utilized UX Research principles to design and implement feedback surveys via Instagram Stories, gathering valuable insights and improving user/customer engagement on the company's Instagram platform.
- Designed and maintained the [company website](#) and [Instagram account](#)

Fashion Stylist

[Stitch Fix](#) | Remote | Part Time

December 2020 - August 2021

- Curated style boxes for clients based on their body type and preferences with a 92% success rate.
- Tracked internal metrics to ensure top-tier customer service.
- Wrote personalized notes to each client with style suggestions and words of affirmation.

Behavioral Health Technician

[Achieving True Self](#) | Pittsburgh, PA | Full Time

November 2020-January 2021

- Engaged with 40 hour training program to receive certification.
- Implemented Cognitive Behavioral Therapy techniques with autistic youth to improve quality of life.
- Trained parents in CBT techniques to optimize therapeutic outcomes for their children.
- Wrote daily reports and updated case notes/treatment plans for a weekly rotation of 3-5 clients.

Undergraduate Student Researcher, Psychology Tutor & Office Assistant

Edinboro University of Pennsylvania | Forensic Psychology Research Advisor: Dr. Ronald Craig

January 2019-May 2020

- Research Project - The Role of Sound in Demonstrative Computer Animation on Mock Jurors' Decision-Making (Presented at 2019 WPUPC at Chatham University)
- Research Project - Dynamic Perceptions of Voluntary Personal Data Utilization: Which Contexts Disrupt Perceived Privacy? (Accepted for 2020 WPUPC - canceled due to Covid)
- Tutored peers and underclassmen on principles of social, abnormal, developmental, and cognitive psychology.
- Maintained tidiness of the Psychology Department office and performed administrative tasks as needed.

Waitress & Bartender

[Compadre's](#) | Edinboro, PA | Part Time

April 2018 - August 2019

Fall Fellow: Voting Rights Activist

[Next Gen America](#) | Erie, PA | Part Time
August 2018 - December 2018

- Traveled to Pittsburgh for weekend-long training events.
- Mastered data entry for the proprietary database software.
- Tabled campus events at EUP, Penn State Behrend & Mercyhurst University.
- Engaged with door-to-door campaigning to inform and register voters.

Hostess

[Olive Garden](#) | Erie, PA | Part Time
January 2018 - April 2018

Art Model

Edinboro University of Pennsylvania | Advisor: Dr. Michelle Vitali
September 2018-September 2019

Waitress

[St. Francis Usher's Club](#) | Erie, PA | Part Time
January 2014 - April 2014

Team Lead & Crew Trainer

[McDonald's](#) | Edinboro, PA | Part Time
March 2013-December 2018

Proficiencies

Software

HubUX, Hubspot, Condens, Loom, Userlytics, Zoom, Slack, Microsoft Office, Google Suites, Typeform, Qualtrics, Figma, Jira, Confluence, Canva, Dall-E, Adobe InDesign, SPSS, Condens, WordPress, ChatGPT, Relevance AI, Bard AI

UX / Project Management

Stakeholder Management, Requirements & Scoping, Agile PLM, Design Thinking, Recruitment, Persona Development, Copywriting, Content Development, Usability, Information Architecture, [Qualitative & Quantitative Methodologies](#), User Journey Mapping, Insight Prioritization, Sentiment Analysis, Report & Case Study Generation, Wireframes, Prototyping, KAPPA, Copywriting, IRB Applications

Soft Skills

Public Speaking
Interpersonal Communication
Written Communication (MLA/APA)
Cross-Functional Team Collaboration
Timeliness

Awards

Dr. Joseph Laythe Social Justice Award 2020
February 2020

Armendia P. Dixon Family Scholarship
November 2019 -2020

EUP Women's Philanthropy Council Research Grant
November 2019

Friends of the Library Research Grant
November 2019

Clubs & Associations

- Phipp's Conservatory & Botanical Gardens Member 2021-2024
- Public Allies Winter Cohort 2020-2021
- Planned Parenthood of Western PA Volunteer 2016-2024
- EUP Mock Trial 2019-2020
- EUP Student Government Association 2016-2020
- EUP Black Student Union 2017-2020