

Zeila Hobson

✉ zeilahobson@gmail.com

☎ 814-282-7427

📍 Pittsburgh, PA

🔗 Portfolio

🌐 LinkedIn

Objective

Transformative business and mixed-methods research professional seeking a position where I can contribute my technical expertise, managerial skills and writing abilities. With proven leadership experience in research project design and implementation, I'm passionate about streamlining processes and producing deliverables that impress key stakeholders. I hope to obtain a challenging role wherein I can gain a strategic understanding of the company's goals and implement initiatives to support them while streamlining processes that improve productivity and efficiency.

Education & Awards

Bachelors of Science

Edinboro University of Pennsylvania

2016 – 2020

Forensic Psychology / Pre-law / Journalism / 3.4 GPA

- Dr. Joseph Laythe Social Justice Award 2020 [🔗](#)
- Armendia P. Dixon Family Scholarship 2019-2020
- Women's Philanthropy Council Research Grant 2019
- Friends of the Library Research Grant 2019 [🔗](#)

Professional Experience

Public Allies Fellowship Program [🔗](#)

Recruitment Consultant

07/2024 – present

Researched, developed and implemented a social media strategy that encouraged students to apply, creating a content calendar to establish a cadence for advertising campaigns and job board maintenance in addition to engaging with in-person/remote events and candidate interviews.

REEA Global [🔗](#)

UX Research Lead & Project Manager

01/2022 – 04/2024 | Remote

Created and directed the UX Research Department, building lasting client relationships by presenting quality research deliverables to dozens of key stakeholders. More than \$130k in revenue was secured by providing a transparent and holistic approach to human-centered research projects involving 120+ hours of moderated study sessions that generated 375+ research insights.

Meta Reality Labs [🔗](#)

Research Analyst & In-VR Data Quality Evaluator

03/2021 – 08/2022 | Pittsburgh, PA

Conducted 400+ hours of moderated user research with virtual reality headsets and proprietary hardware/software, including original Pilot studies that led to the development of a lab-wide DEI initiative. Collected, analyzed and annotated user data, prioritizing KPIs and UX principles to optimize research outcomes and processes.

Skills

Project Management & Business Administration

Adaptable and highly organized with extensive experience effectively maintaining schedules and budgets for simultaneous projects, defining project scopes and objectives based on client and user requirements, and streamlining processes for efficiency. Experience designing and maintaining databases for task tracking and research repositories in addition to ensuring high levels of accuracy and promptness in various tasks, including regularly communicating project updates across various channels.

Leadership, Collaboration & Team Management

Considerable experience fostering strong client and team relationships by facilitating collaboration among research participants, cross-functional team members, and stakeholders in addition to hiring, onboarding, and training new team members. Organized and facilitated events to enhance team cohesion, including work-groups and team-building workshops.

Data Collection & Analysis

Militant about workflows with experience conducting user studies both in-person and remotely, identifying and reporting system issues, and drafting/updating technical documents. Considerable experience recruiting participants based on developed user personas, maintaining data collection schedules, and collecting and evaluating quantitative and qualitative data to generate comprehensive research deliverables. Adept at managing participant interactions, ensuring clear instructions and debriefings, and moderating data collection sessions to ensure accurate setup and participant handling for 500+ hours. Experience with design thinking, insight prioritization, information architecture, user journey mapping, and qualitative / quantitative research methods and analysis.

Presentations & Reporting

Highly motivated and articulate with extensive experience presenting findings through comprehensive reports and utilizing storytelling techniques to enhance engagement and understanding of the 20+ hours of case study presentations delivered to dozens of executive stakeholders. Skilled at compiling and analyzing technical reports, drafting legal and project-specific documents, and managing 500+ project files both physically and digitally.

Content Development & Management

Nearly a decade of experience generating, editing and managing content for digital and written publications, including news, entertainment and technical outlets. Extensive experience maintaining company blogs, websites and social media platforms and utilizing market/UX research techniques to enhance user engagement.

Click here [🔗](#) to view a comprehensive list of publications.

Technical Proficiencies

Agile PLM / Remote User Research & Recruitment

Google Suite, Microsoft Office, Zoom, Slack, Loom, Jira, Confluence, HubUX, Userlytics, LinkedIn

Survey Design

Typeform, Qualtrics, Google Forms

Statistical Analysis / Data Visualization

Google Sheets, SPSS, Excel, KAPPA, Canva, Condense

Digital Branding & Marketing

WordPress, HubSpot, SEO

Wireframes / Prototyping

Figma, Adobe InDesign

AI Prompt Engineering

Bard AI, ChatGPT, Dall-E