Zeila Hobson

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📍 Pittsburgh, PA
🔗 Portfolio
in LinkedIn

Education & Awards

Managing Health Services Programs and Projects Certificate
University of Pittsburgh College of General Studies
01/2026 – Present | Hybrid

- Dr. Jeanette South-Paul Social Determinants of Health Enrichment Award, 3rd Place

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

UPMC / University of Pittsburgh School of Medicine ⬈
Program Manager & Research Project Manager
08/2024 – Present | Pittsburgh, PA
Managed the UPMC Community Ophthalmology & Remote Access Programs (CORAP) team, working closely with operational stakeholders, clinicians, medical students, the Eye & Ear Foundation, and Pittsburgh community partners to develop and implement sustainable, scalable, and replicable vision service programs to underserved populations.

Public Allies Fellowship Program ⬈
Recruitment Consultant
06/2024 – 09/2024
Researched, developed, and implemented a social media recruitment strategy, 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. 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 / User Research
Google Suite, Microsoft Office, Zoom, Slack, Loom, Jira, Confluence, HubUX, Userlytics, Calendly, Microsoft Outlook

Survey Design
Typeform, Qualtrics, Google Forms, Microsoft Forms

Statistical Analysis, Data Visualization & Report Generation
EPIC, Google Sheets, Microsoft Word, SPSS, Excel, KAPPA, Canva, Condens

Digital Branding & Marketing
WordPress, HubSpot, SEO, Microsoft Sway, LinkedIn, Instagram

Wireframes / Prototyping
Figma, Adobe InDesign

AI Prompt Engineering
Bard AI, ChatGPT, Dall-E, Co-Pilot