

HAYLEY PONTIA



Pittsburgh, PA



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www.hayleypontia.com

UX researcher and recruiter with 4 years of research experience. Passionate about giving space to peoples' stories, designing for social impact, and nurturing user relationships.

PROFESSIONAL EXPERIENCE

UX Research Recruiter

Upwork | Jan 2021 - Present

Source participants for product research, identifying key areas for impact, and facilitating cross-functional goals.

Researcher

Jobs for the Future | Nov 2020- Feb 2021

Identify strong upskilling programs targeting displaced workers due to Covid-19.

Analyst

Beek Center for Social Impact | Jan - Dec 2020

Conduct research about government digital service professionals as a part of the Public Interest Technology Workforce project.

Research Assistant

Tech Executive Leadership Initiative | Aug - Dec 2020

Research and assist in human-centered government service delivery curriculum and final report.

Communications Intern

New America | Sept - May 2019

Redesign newsletter using A/B testing and HCD. Create user guides for digital transformation.

Market Research Intern

Olson Zaltman Associates | Jan - May 2018

Develop personas & user journeys through the collection of qualitative interview data.

Directed Research Assistant

Learning in Out-of-School Environments | May - Dec 2017

Conduct ethnographic research, code, and transcribe interview data about how rural areas and maker's spaces foster digital literacy.

Marketing Assistant

Carnegie Museum of Natural History | Jan 2016 - Aug 2018

Create research plan for focus groups & collect over 100 visitor responses on perception of museum branding, communications, education, and exhibit functions.

EDUCATION

Master of Arts in Communication, Culture, and Technology

Georgetown University

2020

Thesis: A Modern Digital Accessibility Issue: Understanding Social Media Anxiety in Users

Bachelor of Science in Psychology

University of Pittsburgh

Pittsburgh

2018

Bachelor of Arts in Communication

University of Pittsburgh

Pittsburgh

2018

SKILLS & PROFICIENCIES

- UserTesting, Qualtrics, SPSS, and Figma
- Jira, Slack, 15five, Loom, and Hive
- Social Impact design
- Usability/concept testing, and surveying
- Translating business needs into research
- Designing Working Sessions
- Guiding teams towards insights
- Recruiting participants for remote studies
- Advocating research findings to diverse audiences through storytelling
- Curious, empathetic, and creative

LANGUAGES

- American English (Native)
- French (Conversational)