

## Curriculum Vitae

### PERSONAL INFORMATION

**Priya Hays, M.S. Ph.D.**

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### EDUCATION

- 2017      University of California, Santa Cruz, Certificate in Technical Writing  
Courses: Technical Writing: An Introduction, Technical Writer's Workshop, Content Management, Usability Testing, Minimalism, XML for the Rest of Us, Grammar for Technical Communicators
- 2005      University of California, San Diego, Ph.D. in Literature  
Thesis: *Molecular Biology in Narrative Form*  
My dissertation was turned into a book and incorporates the work of narrative theory and the principles of science studies in an analysis of biomedical texts.  
Chair: Alain J.-J. Cohen, Professor of Comparative Literature  
Committee: Naomi Oreskes (History of Science), Sanjay Nigam, MD (School of Medicine), Jack Greenstein (Visual Studies), Donald Wesling (Literature)
- 2000      University of California, Santa Cruz, Certificate in Bioinformatics
- 1999      University of California, Davis, M.S. in Genetics  
Comprehensive Examination
- 1990      Dartmouth College, A.B. in Biochemistry and Comparative Literature with Honors  
*cum laude*

### POSTDOCTORAL TRAINING

- 2008      Northwestern University  
PI: Laurie Zoloth, PhD  
Worked at the Center for Bioethics, Science and Society and the International Institute for Nanotechnology and Societal and Ethical Implications of Nanotechnology and became acquainted with the science behind nanotechnology and its ethical implications.

2005-2008

Dartmouth Medical School, Department of Medicine, Division of Hematology/Oncology

PI: Christopher H. Lowrey, MD

Investigated chromatin structure and regulation of human beta-globin gene expression in a biomedical laboratory.

Conducted field studies of laboratory investigation to develop a theory of scientific practice in the context of literary criticism.

Spoke at an oral session at the American Society of Hematology Conference.

Wrote two National Human Genome Research Institute-ELSI grants.

Conducted research on the mechanism of transcription factor binding in a molecular biology laboratory as part of an effective cross functional team. I used chromatin immunoprecipitation assays to determine the binding activity of the transcription factor involved in hematopoiesis.

Advanced my research on healthcare policy, literary theory, medical humanities, bioethics and science studies.

Attended and led sessions at conferences on literary studies (American Comparative Literature Association; Modernist Studies Association) and published papers in journals on genetics and ethics (New Genetics/New Identities).

I conducted an ethnography of the laboratory with leading to insight into ethics in laboratory science and medicine. This led to the publication of my second book, *Science, Cultural Values and Ethics*.

## **STATEMENT OF RESEARCH INTERESTS**

My research interests converge at the intersection of health policy, genomic medicine, science, technology and society, and biomedical science research in epigenetics and targeted therapies. Areas of focus are on the Affordable Care Act, public understanding of genetic testing, the implementation of personalized medicine and its ethical implications, and the biomedical and societal challenges of stem cell research, and social determinants of health. I write on topics such as biocapitalism and the rhetoric of health and medicine, research ethics, and the culture of nanoconvergence. I also received a grant to study literature and medicine.

## **GRANTS SUBMITTED**

- NHGRI-ELSI: “Critical Theory and the Human Genome Project,” Dartmouth Medical School and Northwestern University.
- NHGRI-ELSI: “Public Attitudes toward Epigenetics and Neuropsychiatry,” University of California, Los Angeles.
- HDSA: “Epigenetic Biomarkers and Huntington’s Disease Patients,” Stanford University School of Medicine, Department of Neurology.

## **PUBLICATIONS: Books**

***Advancing Healthcare Through Personalized Medicine***, CRC Press/Taylor & Francis, March 12, 2017.

***Science, Cultural Values, and Ethics***, Science in Society series, Common Ground Publishing, April 2013.

***Molecular Biology in Narrative Form: A Study of the Experimental Trajectory of Science***, Volume 64 in the Berkeley Insights in Linguistics and Semiotics Series, Peter Lang Publishing, October 2006.

## **PUBLICATIONS: Peer-Reviewed Journal Articles**

**“Improving Patient Medication Adherence by Adopting Minimalist Standards for Package Inserts”**

*Journal of Technical Writing and Communication*, submitted.

**“Contested Boundaries: How Scientists Deal with Uncertainty and Ambiguity in Language,”**

in *Language as a Scientific Tool: Shaping Scientific Language Across Time and National Tradition*; Edited by Miles MacLeod, Rocio G Sumillera,

Ekaterina Smirnova, 2016, Routledge Studies

Jan Surman, and  
in *Cultural History*, pp. 74-88.

**“Epistemic Cross-Talk: Why we need--and should--desire interdisciplinarity,”**

*Interdisciplinary Literary Studies*, Vol. 15, No. 2 Fall 2013, pp. 221-239.

**“Whence Social Determinants of Health? Effective Personalized Medicine and the Affordable Care Act,”**

*Journal of Clinical Research and Bioethics*, 2012, S-5.

**“Narratives of Science: Literary Theory and Discovery in Molecular Biology,”**

in C.C. Barfoot and Valeria Tinkler (eds.),

*Restoring the Mystery to the Rainbow: Literature’s Reflections on Science, DQR Studies in Literature*, Vol. 78, pp.429-447.

**“Bioeconomy and the Third Industrial Revolution in the Age of Synthetic Life,”** with Michael Peters.  
*Contemporary Readings in Law and Social Justice* 2:2 (2010).

**“Biocapitalism and the Politics of Life,”** with Michael A. Peters.  
*Geopolitics, History and International Relations* 2:2 (2010).

**“‘Nanoselves:’ NBIC and the Culture of Convergence,”**  
*Bulletin of Science, Technology and Society*, 30:2 (2010): 119-129.

**“Reception Studies in France: Social Contexts, Reader Interpretation and the Role of Julia Kristeva,”** *L’Esprit Créateur*, Special Issue on Reception Studies in France, 49:1 (2009): 111-124. Reprinted in *Contemporary Literary Criticism*. Ed. Jeffrey W. Hunter. Vol. 340. Detroit: Gale, 2013.

**“The Legitimation of Local Knowledges: Introducing the Postmodern into Laboratory Science,”**  
*Social Semiotics*, 18:4 (2008): 481-491.

**“Making Science Accessible: A Semiotics of Scientific Communication,”**  
with Christopher H. Lowrey, M.D. *Biosemiotics*, 1 (2008): 253-269.

**“Genomics, social formations and subjectivity,”** in Paul Atkinson, Peter Glasner and Helen Greenslade (eds.) *New Genetics, New Identities*, London: Routledge Press (2007): 178-191.

**“Targeting GATA-1 to binding sites in nuclear chromatin,”**  
*Blood Cells, Molecules and Diseases*, 38(2007).

**“Effect of Lead and Cadmium on Erythroid Differentiation in GATA-1 Dependent Gene Expression,”** *Blood Cells, Molecules and Diseases*, 37(2006):164-172.

**“A Dialogue on the Scientific Method: Assessing the Foucauldian Method and the Marxist Method,”**  
*Exit 9 The Rutgers Journal of Comparative Literature*, VII (2005):15-28.

**“Paradigm Shifts and New Worldviews: Kuhn, Laudan and Discovery in Molecular Biology,”**  
*Reconstruction: Online Cultural Studies Journal*, 4(2004).

### **INVITED ARTICLES**

**“Of Dickens and Darwin,”** TheScientist.com, (2007).

**“Yin, meet yang,”** Point of View, *Dartmouth Medicine*, (2007): 62.

### **CONFERENCES/PRESENTATIONS/INVITED TALKS**

**“Innovative Tools and Ingenious Systems: ELSI Learned from Writing my Book on Personalized Medicine”**

2017 4th Annual ELSI Congress, Jackson Laboratories, Farmington, CT.

**“Improving Medication Adherence by Adopting Minimalist Standards”**

2016 Pharma and Device Packaging and Labeling Conference, San Mateo, CA

**“Contested Boundaries: How Scientists Deal with Uncertainty in Language.”**

2010 Language as Scientific Tool Conference in Vienna, Austria.

**“The Physician as Reader: Ethics and Interpretation in Medicine.”**

2010 Society for Literature, Science and Arts Conference in Indianapolis, IN.

**“Genomic Variation and Cancer: The Ethical Dimensions of Personalized Medicine.”**

2010 Genetics and Ethics in the 21<sup>st</sup> Century Conference: Genomic Diversity and Health Disparities in Denver, CO.

**“Advancing Stem Cell Research Efforts for Social Benefit.”**

2010 Stem Cell World Congress in San Francisco, CA.

**“A Unique Ethnography of the Laboratory: Postmodernism, Science Studies and Ethics.”**

2009 International Conference on Science in Society at University of Cambridge, UK.

**“The Iterative Process behind Nanoconvergence.”**

2008 Society for Literature, Science and the Arts in Charlotte, NC.

**“The Paradox of Reading in a Democratic Society.”**

2008 South Atlantic Modern Language Association conference in Louisville, KY.

**“Signs and the Generation of Scientific Knowledge in the Laboratory.”**

2008 Semiotic Society of America conference in Houston, Texas.

**“Scientific Practice in the Context of Literary Paradigms.”**

2007 Society for Philosophy of Science in Practice Conference at University of Twente, Twente, Netherlands.

**“Narrative Approaches to Science.”**

2007 International Conference on Narrative at Washington, D.C.

**“Specificity Protein 1 Consensus Binding Sequences Flank Many Functional GATA-1 Binding Sites and are Sufficient to Allow GATA-1 Binding to a WGATAR sequence in Nuclear Chromatin.”**

2006 American Society of Hematology conference in Orlando, Florida.

**“Integrating Literary Theory and Biomedicine: New Conceptual Approaches.”**

Invited speaker for the 2006 Department of Philosophy colloquium  
University of California, Santa Cruz, co-sponsored by the History of Consciousness  
Department and Feminist Studies.

**“Modernist Science and Its Caveats”**

Panel Organizer, 2006 Modernist Studies Association Conference in Tulsa, Oklahoma

**“Literary Tropes and Molecular Biology in the Postmodern Era.”**

Seminar Organizer, 2006 American Comparative Literature Association conference at  
Princeton University.

**“Examining the Scientific Method: Science’s Questionable Claims to Lucidity.”**

2004 Western Humanities Alliance Conference at the University of California, Santa  
Cruz.

**“An Epistemological Justification for a Poststructuralist Reading of Science.”**

2004 Theorizing Methodologies Conference at the University of California, Los Angeles.

**“The Effects of Genomics on Social Formations and Subjectivity.”**

2004 International Centre for the Economic and Social Aspects of Genomics  
Conference at the Royal Society, London, England.

**“Subverting Semiotics: The Humanist Tradition and Skepticism in the French and Italian  
Renaissance.”**

2004 French and Italian Graduate Student Conference at the University of Texas at  
Austin.

**“Kuhn, Laudan and Discovery in Molecular Biology.”**

2003 Society for Social Studies of Science (4S) Conference at Atlanta, GA.

**“The Signifier as Discursive Practice: A Post-Structuralist’s View of Science.”**

2002 Society for Social Studies of Science (4S) Conference at Milwaukee, WI.

**“Translation through Post-Structuralism: A Semiotic and Discursive Analysis of  
Science.”**

2002 Western Humanities Alliance Conference at the University of California, Irvine.

**PUBLIC LECTURES**

**“Secular Visions of Nanotechnology: The Religious Context.”**

Theology and Technology Series, United Methodist Church, Evanston, Illinois,  
Spring 2008.

**“Bioethics and Clinical Research Ethics.”** Materials Science and Engineering Department,  
Northwestern University, Spring 2008.

**“Legitimizing Local Knowledges: Introducing the Postmodern Into Laboratory Science.”**

Department of Comparative Literature, Dartmouth College, Fall 2005.

**“Architecture, Art and the External Homunculus.”**

Culture, Art and Technology 1C, UC San Diego, Fall 2004.

**“Mind-Body Dualism.”**

Cognitive Science 11, UC San Diego, Spring 2003.

**“Orientalism in the Asian-American Context.”**

History 7B, UC San Diego, Winter 2003.

**HONORS/AWARDS**

- **Named one of TiEcon 2017 Influencers of the Year**
- **September 26, 2016:** Received Commitment to Action award for performance on the Bladder Cancer CE IVD Product Launch at Cepheid.
- **April, 25, 2016:** Received Make it Happen performance commendation for my work on Omni mobile publication and XMetaL training from Technical Publications management at Cepheid.
- **2012 Social Justice Initiative Award**, \$1500 grant awarded by faculty committee at UCLA to study science and social justice.
- **Travel award** (500 euros) for 2010 Language as Scientific Tool conference sponsored by the Austrian Academy of Sciences.
- **Travel award** (\$200) for 2010 Society for Literature, Science and Arts conference.
- **Travel award** (\$1500) for 2010 Genetics and Ethics in the 21<sup>st</sup> Century Conference.
- **Awarded scholarship to participate in the *Institut d'études françaises d'Avignon*** during Summer 2004 based on academic merit and financial need sponsored by Bryn Mawr College.
  - Intensive immersion in French language and culture in Avignon, France
  - Took courses in French political history and French literature
  - Participated in the Avignon Festival and received the *Prix d'Honneur du Spectateur*
- **Bayer Foundation Grant, 2003-2004.** This grant subsidized a graduate fellowship to study Medical Humanities at the UC San Diego School of Medicine.

- **Federal Government Reserves 501, Department of Labor, 2001.** This federal grant subsidized studies leading to a Certificate in Bioinformatics.
- **Earle C. Anthony and UC Davis Graduate Fellowship, 1997-1998**
- **Waterhouse Research Grant**

## **TEACHING POSITIONS**

2012-14

Lecturer, San Francisco State University

Taught “Professional and Scientific Writing Skills” to graduate students in the College of Science and Engineering.

Conducted lectures in writing in the biomedical sciences and English skills using PowerPoint and classroom technology.

Conducted lectures on science and technology studies.

Graded papers while offering extensive feedback.

Taught students how to critique scientific journal articles, write grant proposals, and write popular press scientific articles.

Encouraged student participation and engagement through classroom participation.

Taught “Writing Process and Documentation” in the Technical and Professional Writing Program.

Designed syllabi according to department guidelines, conducting lectures, meeting with students, holding office hours.

Assignments included writing tutorials, standard operating procedures, use case scenarios, process descriptions, grant proposals and essays.

2008-2010

Academic Year Lecturer, Santa Clara University, Department of English  
Taught Composition and Rhetoric I for Freshman.

Used interdisciplinary approaches to teach critical thinking in a course entitled “Science, Ethics and Society.”

Designed syllabus according to department guidelines. Participated in Curriculum initiatives.

Conducted lectures on biomedicine, health and society, science and technology studies, history/philosophy of science, rhetoric of



science, bioethics, genetic testing, nature/nurture debates, environmental studies, postcolonial studies of science, and ethics.

Assigned short reading responses on the readings, short essay assignments and longer length term/research papers.

Used Blackboard, electronic discussion boards and PowerPoint.

Showed films such as *Gattaca* and *Inconvenient Truth* in class. Gave extensive written feedback to written assignments.

Held one-on-one conferences with students. Held office hours.

Encouraged student participation through in class discussion, mock debates and in class writing assignments.

Advised students on academic and career goals.

2009-10                      Lecturer, UC Berkeley, Department of Sociology  
Taught "Technology and Society" course for upper-division students.

Taught topics in biotechnology, nanotechnology and information technology.

2006-7                      Elective Instructor, Dartmouth Medical School  
Prepared syllabus and lectures for first-year medical students on the relevance of literary theory and philosophy in addressing the ethical challenges faced by physicians.

2004-5                      Teaching Assistant, University of California, San Diego, Culture, Art, Technology Program  
Taught composition to students in the writing program on integrating science and literature.

Led discussion sections while having students engage in critical thinking and writing.

Conducted in-class analysis of the required texts.

Graded exams and papers, held office hours.

### **COURSES TAUGHT**

**"Writing Process and Documentation"** (1 section, 21 students)

**"Professional and Scientific Writing Skills"** (3 sections, 10-19 students per section)

**“Science, Ethics and Society”** (6 sections, 20 students per section.)

**“Technology and Society”** (1 section, 47 students per section.)

**“Science, Medicine and Society”** (3 sections, 22 students per section.)

**“Modernist Art and Literature”** (1 section, 15 students per section.)

**“Science, Technology and Society”** (4 sections, 17 students per section.)

**“Science Wars”** (1 section, 3-4 students.)

## **SKILLS**

Clinical and scientific literature reviews, DITA, XML, CCMS, XMetaL, unstructured and structured Adobe FrameMaker, Adobe Photoshop, Adobe Illustrator, InDesign, Visio, SnagIt, MS Paint, MS Word, MS PowerPoint

Proficiency in various molecular biology and biochemistry techniques:

Cell/Tissue Culture, Transformations, Transfections, DNA/oligo quantification, Cloning, Subcloning, PCR, Gene amplification, DNA Sequencing, Gel electrophoresis, Plasmid DNA and Genomic DNA purification, DNA ligation and quantification, Chromatin Immunoprecipitation assays, qPCR, Southern blotting, Genotyping, Flow cytometry, Western blotting, Recombinase Mediated Cassette Exchange, ELISA, Chromatin Immunoprecipitation Sequencing, Site-directed Mutagenesis, DNase Assays, HPLC, siRNA techniques, High-throughput genome sequencing.

## **EMPLOYMENT**

2014-2017

Technical Writer/Business Analyst, Cepheid

Wrote US-IVD, CE-IVD, and RUO package inserts, user manuals, and procedures for Cepheid suite of products and product launches for Technical Publications team with Regulatory, Marketing, Clinical Affairs, Engineering, Virology, Oncology, Research and Development and Product Management under FDA and CE guidance.

Extensively involved in Cepheid product launches for lifecycle documentation.

Singlehandedly implemented XMetaL software suite for Technical Publications team to enable documentation publishing on phone for GeneXpert Omni product launch.

Instrumental on the finalization of the urgently required MTB/RIF package insert after speedy FDA clearance.

Produced Cepheid competitors' technologies market report for distribution to Global Marketing Franchise Leaders.

Performed usability testing on pre-market Oncology assay and implementing usability studies on Cepheid molecular assays.

Created GeneXpert Omni User Manual in XML for mobile device publication.

Used Adobe FrameMaker, Photoshop and Illustrator.

Used Agile to electronically manage documents.

Received two Make It Happen performance award commendations from management

Received Commitment to Action award for performance on Bladder Cancer CE-IVD Product Launch

2014

Technical Writer, Thermo Fisher Scientific/Life Technologies

Wrote user manuals, product inserts and quick reference cards on Ion Torrent products using XML/DITA. Wrote library prep user manuals for the Ion Proton and Ion Personal Genome Machine.

Used Agile to electronically manage documents.

2013

Technical Writer, Hospira, Inc

Developed technical service manuals for the latest medical device product launches.

Used information from various subject matter experts ranging from Mechanical and Systems Engineering, Software Engineering, Electrical Engineering to Regulatory and updated product manuals for launches.

Became expert at unstructured Adobe FrameMaker to write documentation on time.

2012-2013

Sr. Technical Writer, *Affymetrix, Inc*

Worked with Research and Development, Quality Assurance, and Marketing teams to write end-user documentation, reference cards and brochures for launches around OncoScan, Cytoscan Dx, Axiom 384 and Axiom Target Split products.

Solved document management issues that enabled launching on time.

Assisted with 510K FDA regulatory submission for Cytogenetics Division.

Wrote technical documentation for Nexus for OncoScan software.

- 2011-12                      Technical Writer, Amicrobe  
Wrote technical white papers, NIH and DOD grants on antimicrobials.
- Conducted primary analytical research on cationic antimicrobials to gain knowledge on subjects.
- 2010-11                      Staff Research Associate, University of California, Los Angeles  
Worked on molecular biology project involving regulation of adenoviral genes, performing CHIP, ChIP-seq and other experimental techniques in the laboratory of Arnold Berk, MD..

### **EDITORIAL REVIEWER**

- *Science, Technology and Human Values*

### **SERVICE**

- Volunteered at the Veterans Administration Hospital in Menlo Park, CA on Christmas Day 2015.
- Served on the Enhancing U.S. Competitiveness Task Force Committee at UCLA, Winter 2012.
- Participated in Luskin Day at UCLA, Winter 2012. Interviewed civic and community leaders in Los Angeles on the subject of creating jobs in Los Angeles and prepared report for City Comptroller.
- ESL tutor for the Rassias Foundation, Dartmouth College, Fall 2007- Winter 2008.
- Developed plan to implement Writing Program Assessment for the Writing Program, Dartmouth College, Summer 2007.

### **LANGUAGES**

- French: Speak, read, write fluently

### **SOCIETY MEMBERSHIPS**

- Modern Language Association

- Society for the Study of the Social Studies of Science
- Modernist Studies Association
- Society for the Study of Narrative Literature
- American Comparative Literature Association
- Society for the Philosophy of Science in Practice
- American Society of Hematology
- Semiotic Society of America
- South Atlantic Modern Language Association
- Society for Literature, Science and Arts