Timothy M. Ponce, PhD

Assistant Professor – Texas State University
Associate Editor – *Technical Communication Quarterly*

EDUCATION

Doctor of Philosophy in English
University of North Texas, Denton, TX | December 2017

Graduate Certificate in Teaching Technical Writing
University of North Texas, Denton, TX | August 2019

Master of Arts in English
Sam Houston State University, Huntsville, TX | May 2012

Bachelor of Arts in English
Sam Houston State University, Huntsville, TX | May 2010

PROFESSIONAL EXPERIENCE

ACADEMIC

Assistant Professor
Department of English, Texas State University
August 2025 to Present

Assistant Professor of Instruction
Coordinator of Technical and Professional Writing Program
Coordinator of Internships
Department of English, University of Texas Arlington
August 2017 to Present

Graduate Teaching Assistant
Assistant Director of First-Year Writing
Department of English, University of North Texas
August 2013 to May 2017

Adjunct Lecturer (Full-Time)
Department of English, Sam Houston State University
August 2010 to May 2013

INDUSTRY

Teller Operations Specialist
Bank of America
February 2009 to August 2010

Store Manager and Corporate Education Facilitator
Starbucks Coffee Company
May 2006 to February 2009

Ponce@uta.edu | 713-201-7025 | LinkedIn Profile

RESEARCH

UNDER REVIEW

Ponce, T. (2025) Leveraging AI for Data-Informed Resume Writing: A Pedagogical Approach. *Programmatic Perspectives* (Journal Article)

Ponce, T. & Stanton, R. (2025) When There's No One Left to Teach It: Preserving Intellectual Depth Through Strategic Supplementation in TPC. *Technical Communication Quarterly.* (Journal Article)

Ponce, T. (2025, October) *The AI Influence: Ethical Perceptions in Technical and Business Communication*. [Conference Presentation] Association for Business Communication International Conference.

FORTHCOMING

Ponce, T. & Hodges, A. (2025) Design justice: Integrating AI into technical and professional communication curricula at Hispanic Serving Institutions. *Technical Communication and Social Justice.* (Journal Article)

PUBLISHED

Seawright, L., Hodges, A., & **Ponce**, T. (2025). "Is This Ethical?" New Data on the Ethical Principles and Practices of Document Design. *Journal of Technical Writing and Communication*, *0*(0). **https://doi.org/10.1177/00472816251342582**

Hodges, A., **Ponce**, T., & Seawright, L. (2025). AI-assisted qualitative coding: Comparing human to machine outputs. *2025 IEEE International Professional Communication Conference (ProComm),* 230–233. https://doi.org/10.1109/ProComm64814.2025.00051

Ponce, T. (2024). AI resume writing: How prompt confidence shapes output and AI literacies. *Business and Professional Communication Quarterly*. https://doi.org/10.1177/23294906241273317

Rose, E. J., & Ponce, T. (2024). Authentic portfolio reviews: Cultivating professional identities through storytelling. In *Proceedings of the 42nd ACM International Conference on Design of Communication* (pp. 182–188). Association for Computing Machinery. https://doi.org/10.1145/3641237.3691667

Ponce, T. (2024). The union of theory and skill: Using micro-credential coursework as class supplement. *Programmatic Perspectives, 15*(1), 210-219.

Booth, J., **Ponce, T.,** & Hodges, A. (2024). Employers' perceptions of microcredentials on entry-level résumés in technical and professional communication. *2024 IEEE International Professional Communication Conference (ProComm)*, Pittsburgh, PA, USA, 160–167. https://doi.org/10.1109/ProComm61427.2024.00036

Ponce, T. (2024). Beyond resistance: Navigating the ontological shift in AI adoption through empathy, education, and engagement. *Techne Forge*. (Link to Full Peer-Reviewed Text)

Hodges, A., **Ponce, T.,** Quijano, J., Shaffer, B. & Sosko, V. (2024). Design Justice in Technical and Professional Communication: Equity for Teaching Faculty and Graduate Student Instructors. In A. Lancaster & C. Tucker King (Ed.), *Amplifying Voices in UX: Balancing Design and User Needs in Technical Communication* (pp. 327-355). SUNY Press.

Giansiracusa, N., Piercey, V., **Ponce, T.**, & Wakefield, T. (2024). Commentary on "Welcome to Scatterplot": Thoughts from Associate Editors. *Scatterplot*, *1*(1), 1-2.

Ponce, T., & Tham, J. (2023). Design and design thinking in technical and professional communication programs: Examining our pedagogies, practices, and perspectives. *Programmatic Perspectives, 14*(2), 3-13.

Ponce, T. (2023). The Twain Shall Meet: Shakespeare, Design Thinking, and Technical Communication Pedagogy. *Pedagogy 23*(2), 249-262.

Hodges, A. & **Ponce, T.** (2023). *User centered technical communication*. Kendal Hunt. (Textbook)

Hodges, A. & **Ponce, T.** "Anti-Racism, Linguistic Diversity, and Technical Editing," *2022 IEEE International Professional Communication Conference (ProComm)*, Limerick, Ireland, 2022, pp. 53-56.

Ponce, T. (2021). A pedagogy of mentorship: Removing academic shame by helping students reach their goals, not ours. *Hybrid Pedagogy*. (Linked to Full Peer-Reviewed Text)

Ponce, T. (2021). Technical writing pedagogy and empathetic medical intervention: Using design thinking to teach wholistic patient care. *Stimulus: A Medical Humanities Journal,* 1(8). (Link to Full Peer-Reviewed Text)

CONFERENCE
PRESENTATIONS

Ponce, T. (2025) Building bridges: Professional writing as a pathway to entrepreneurship. *Association for Business Communication Southwest Regional Conference.* (Conference Presentation)

Ponce, T. (2025) *Leveraging AI for Data-Informed Resume Writing: Teaching Resumes in the Age of LLMs*. *Association for Business Communication Southwest Conference*. (Scholarly Workshop)

Ponce, T. & Stanton, R. (2024, October) *Programmatic constraints and the Use of LinkedIn Learning as course supplement: A qualitative study*. [Conference Presentation] Counsel for Programs in Technical and Scientific Communication Conference.

Ponce, T. (2024, April). *Generative AI and the HSI: Closing the digital divide* [Conference Presentation]. Association of Business Communication Southwest.

Fischer, K., Mouton, A. & **Ponce, T.** (2024, October) *Voices in the bot: Uncovering student insights to reshape AI teaching strategies*. [Conference Presentation] *Association for Business Communication International Conference*.

Hodges, A., Seawright, L. & **Ponce, T**. (2024, October) *Revisiting the ethics of document design in business communication: A comparative analysis 25 years later*. [Conference Presentation] Association for Business Communication International Conference.

Ponce, T. (2024, October) *Navigating political tensions: Amplifying inclusive excellence through design thinking in conservative climates*. [Conference Presentation] Association for Business Communication International Conference.

Ponce, T. (2023, October). *Micro-credentials and the TC employment market: A qualitative study of micro-credential relevance* [Conference presentation]. Council on Programs in Technical and Scientific Communication.

Ponce, T. (2022, October). *Actionable coursework: Creating value through partnership* [Conference presentation]. Council on Programs in Technical and Scientific Communication.

Ponce, T. (2022, June). *Anti-racism, linguistic diversity, and technical editing* [Conference presentation]. IEEE Transactions on Professional Writing.

Abuhandara, M., Hodges, A., & **Ponce, T.** (2022, April). *Maximizing user experience of technical communication textbooks: Equity through partnership* [Conference presentation]. Symposium on Communicating Complex Information.

Ponce, T. (2021, October). *Enhancing user experience (UX) through the use of micro-credentialing in the university classroom* [Conference presentation]. Council on Programs in Technical and Scientific Communication.

Ponce, T. (2021, February). *Using design thinking to enhance user experience (UX) in the digital classroom* [Conference presentation]. SOL Conference.

INVITED PRESENTATIONS

Ponce, T. (2024, January). *Mentoring toward career in our classrooms.* [Invited presentation].Center for Research on Teaching and Learning UTA.

Ponce, T. (2023, March). *Leveraging Emerging Technologies to Manage Course Load: Using LinkedIn Learning to Supplement Coursework* [Invited presentation]. Missouri State University Technical Writing Program.

WORK IN PROGRESS

Ponce, T.[1], Hodges, A. & Seawright. Business ethics in AI generated communication. [Data Collection in Progress].

Ponce, T. Building bridges: Professional writing as a pathway to entrepreneurship. [Full Paper Draft in Progress].

TEACHING EXPERIENCE

UNIVERSITY OF TEXAS ARLINGTON

- Internship: Workplace Writing (ENGL 4390)
    Modality: Online
    Number of Sections Taught: 15

- Professional Practice in Tech Comm: AI Writing (ENGL 4372)
    Modality: Face to Face and High Flex
    Number of Sections Taught: 2

- Designing Technical Documents (ENGL 4375)
    Modality: Online

Number of Sections Taught: 7

- Proposals and Grant Writing (ENGL 3379)
  Modality: Online and Face to Face
  Number of Sections Taught: 7
  Note: $135,000 in funded proposals

- Introduction to Technical Writing (ENGL 2338)
  Modality: Online, Face to Face, and Hybrid
  Number of Sections Taught: 25

- Python Coding for Linguistic Analysis of Literature (ENGL 2303)
  Modality: Face to Face
  Number of Sections Taught: 1

- Topics in Literature: Monsters and Heroes (ENGL 2303)
  Modality: Face to Face
  Number of Sections Taught: 3

- Rhetoric and Composition I (ENGL 1301)
  Modality: Face to Face
  Number of Sections Taught: 15

- Rhetoric and Composition II (ENGL 1302)
  Modality: Face to Face
  Number of Sections Taught: 6

UNIVERSITY OF
NORTH TEXAS

- Senior Shakespeare Survey (ENGL 4430)
  Modality: Face to Face
  Number of Sections Taught: 8

- Rhetoric and Composition I (ENGL 1310)
  Modality: Face to Face
  Number of Sections Taught: 8

- Rhetoric and Composition II (ENGL 1320)
  Modality: Face to Face
  Number of Sections Taught: 2

SAM HOUSTON
STATE UNIVERSITY

- Rhetoric and Composition I (ENGL 1301)
  Modality: Face to Face

Number of Sections Taught: 8

- Rhetoric and Composition II (ENGL 1302)
    Modality: Face to Face
    Number of Sections Taught: 2

- Developmental Writing (ENGL 0011)
    Modality: Face to Face
    Number of Sections Taught: 1

ADMINISTRATIVE EXPERIENCE

COORDINATOR OF
TECHNICAL AND
PROFESSIONAL
WRITING

UNIVERSITY OF TEXAS
ARLINGTON

- **Course Design for Program Growth**: Develop QM-ready online courses that integrate active learning and process-based learning approaches, including new AI classes and modules. This initiative supports the potential launch of an online technical writing certificate, with an emphasis on scaffolding students' learning experiences to ensure progressive skill development.

- **University Outreach**: Foster and expand partnerships between the TWPD program and other UTA programs, such as the College of Nursing and Health Innovation grant writing education partnership and the Computer Science + English program. These collaborations focus on creating interdisciplinary learning environments that emphasize active learning and scaffolded instruction, ensuring students gain practical, hands-on experience.

- **Programmatic Alignment and Training:** Co-author a textbook that promotes consistent, high-quality instruction across introductory technical writing courses. This resource incorporates process-based learning strategies and provides tailored instructor training and scaffolding resources, ensuring educators are equipped to support student success from foundational concepts to advanced applications.

COORDINATOR OF
INTERNSHIPS

- **Community Outreach:** Serve as a liaison between employers and the department, leveraging my professional network, including my position as a board member at the Society for

UNIVERSITY OF TEXAS
ARLINGTON

Technical Communication North Texas. Focus on creating opportunities that scaffold student learning by securing internships and job placements that integrate process-based learning and active engagement with industry practices.

- **Mentorship:** Provide personalized mentorship to students during their internships through one-on-one meetings that emphasize active learning. This includes reviewing job market materials, offering process-based guidance on career development, and accompanying students to networking events, ensuring they build confidence and competency progressively.

- **Student Professionalization:** Develop online coursework that complements the internship experience by incorporating scaffolded learning modules. These modules cover key topics such as professional networking, job application strategies, and salary negotiation, using active learning techniques to prepare students for the transition from academia to the professional world.

ASSISTANT DIRECTOR OF
FIRST-YEAR WRITING

UNIVERSITY OF
NORTH TEXAS

- **Programmatic Assessment:** Directed programmatic assessment initiatives that focused on process-based evaluation, leading to a streamlined, THECB-compliant core assessment using TrakDat (now Nuventive). This approach included scaffolding the assessment process to ensure a clear, progressive alignment of learning outcomes with program goals.

- **Textbook Adoption**: Facilitated the adoption of textbooks that support active learning and process-based instructional strategies, securing new revenue streams while enhancing the quality of educational resources available to students.

- **Graduate Student Training**: Conducted training sessions that incorporated active learning and scaffolding techniques to prepare Graduate Teaching Assistants (GTAs) for success in the classroom. Provided ongoing mentoring to ensure GTAs could effectively implement process-based learning strategies in their teaching.

- **Enrollment Growth**: Led initiatives to increase program enrollment by applying active learning principles and scaffolding techniques in the curriculum, which helped to realign the program with core curriculum changes and respond to student needs more effectively. These efforts resulted in a significant increase in enrollment following a period of decline.

INDUSTRY EXPERIENCE

OWNER-OPERATOR

FLAME CLAW SOLUTIONS

- **Custom Book Design and Typesetting for Nonprofits:** Collaborated with local nonprofits to design and typeset coffee table-style anniversary books. These projects involved extensive listening sessions to understand each organization's mission, resulting in visually appealing and mission-aligned deliverables that captured the stories of those impacted over the past 30 years.

- **Amazon Retail Business Development:** Identified a market gap during the COVID-19 pandemic when IKEA's online delivery system was overwhelmed. Launched a small Amazon business to supply high-demand IKEA disposable goods, such as zip-top bags, sponges, and tea towels. Successfully created product bundles based on emerging market trends, meeting customer needs and generating profit.

- **Custom Cupcake Supplier for Local Businesses:** Leveraged local connections in Midlothian to become the go-to cupcake supplier for monthly birthday celebrations at local concrete factories. Built relationships with office staff and consistently delivered quality products, demonstrating flexibility and the ability to tap into niche markets.

TELLER OPERATIONS SPECIALIST

BANK OF AMERICA

- **Prepared Technical Documents**: Drafted various technical documents, including proposals, currency transfer reports, and counterfeit currency reports.

- **Compliance Assurance**: Conducted surprise and scheduled internal audits to ensure all transactions adhered to federal and internal standards.

- **Teller Training and Development**: Led teller training programs and ongoing education initiatives.

STORE MANAGER AND
CORPORATE EDUCATION
FACILITATOR

- **Educational Facilitation**: Delivered classes, revamped existing curricula, and designed new courses to meet evolving market demands.

STARBUCKS COFFEE
COMPANY

- **Strategic Proposals**: Authored proposals aimed at addressing increased competition in rural markets.

- **Financial Analysis**: Produced Profit and Loss (P&L) reports to identify growth opportunities and enhance financial performance.

PROFESSIONAL SERVICE

2024-Present	Secretary Officer for Association of Business Communication Southwest Region
2024-Present	Associate Editor for *Technical Communication Quarterly*
2024-Present	Editorial Board Member for *Techne Forge*
2024-Present	Member of UTA Taskforce for Generative AI in the Classroom
2023-2024	Book Review Editor for *Programmatic Perspectives*
2023-Present	UTA Undergraduate Assembly Delegate
2023	Peer-Reviewer for Counsel for Programs in Technical and Scientific Communication Conference
2023	Peer-Reviewer for Association for Computing Machinery SigDOC Conference
2022-Present	Editorial Board Member for *Scatterplot: A Journal of Data Science*
2022-Present	UTA College of Liberal Arts Launch (industry relations) Committee
2021-2023	Grant Reviewer – Texas Higher Education Coordinating Board

2020-Present   Board Member for Society for Technical Communication
        North Texas

GRANTS AND AWARDS

- **4C's (Conference on College Composition and Communication) Award for Best Original Collection in Technical and Scientific Communication (2025)**
  - Awarded for my work on the Design Thinking special issue of *Programmatic Perspectives*, the journal of the CPTSC (Conference on Programs in Technical and Scientific Communication).

- **Awarded: UTA Outstanding Assessment Practice (2024)**
  - Awarded to scholars who have used programmatic assessment to not only improve departmental outcomes but also supports university wide goals.

- **Under Review: Priscilla S. Rogers and C.R. Anderson Research Fund (2025)**
  - Amount: $5,000

- **Awarded: National Humanities Center Ethical AI Education Grant (2024)**
  - Project: AI and the Future of Work
  - Collaborative project with scholars from Texas A&M, University of Texas Arlington, and Texas Tech University
  - Amount: $25,000

- **Awarded: UTA Faculty Senate Travel Grant (2024)**
  - Amount: $1,000

- **Finalist: UTA College of Liberal Arts Award for Outstanding Teaching (2024)**
  - UTA College of Liberal Arts

- **Awarded: Binion Amerson Leadership Award (2023)**
  - Society for Technical Communication International

- **Finalist: UTA Student Success Champion (2022)**
  - UTA Division of Student Success

- **Finalist: UTA College of Liberal Arts Award for Outstanding Teaching (2021)**
  - UTA College of Liberal Arts

- **Runner Up: Outstanding Assessment Practitioner (2020 and 2021)**

- UTA Office of the Provost

- **Awarded: Larry Huff Excellence in Teaching Award (2019)**
  - UTA Department of English