

# JOSHUA SHUM

Product Designer • UX & Information Specialist • Data Analyst • Front-End Developer • Project Manager

✉ joshua.ly.shum@gmail.com | 📞 +1 (647)-981-1026 | 🌐 joshua-shum | 🏠 joshuashum.ca

## ABOUT ME

Information and user experience specialist with extensive experience working in higher education environments, user research, data analysis, workflow / process optimization, and web design. Leveraging information and communication technologies to craft tailored solutions for your needs and optimizing user flows for diverse stakeholders groups. Passionate about empowering organizations to make evidence-based decisions through purposeful data collection and analysis.

## SKILLS

|                             |   |
|-----------------------------|---|
| <b>Web / Media / Design</b> | HTML / CSS • WordPress • Adobe Photoshop • Adobe Premiere Pro • Figma • Canva |
| <b>Data Analysis</b>        | SQL • Excel • Google Analytics • OptimalWorkshop • Canvas LMS • Qualtrics     |
| <b>CRM</b>                  | Symplcity (CSM)   |

## PROFESSIONAL EXPERIENCE

### Student Development Coordinator, Career Resources & Online Technology

Toronto, ON

Engineering Career Centre, Faculty of Applied Science and Engineering, University of Toronto

May 2022 – Current

- Overseeing the use of educational technologies for the design, development, iteration, and administration of seven online work-integrated learning preparation courses and a centralized information and career resources hub on Canvas LMS for 5500+ students.
- Planning and executing the implementation of a program and user experience evaluation by collecting and analyzing student usage data on career resources, to drive future programming activities and resource development.
- Conducted a multi-phased user experience redesign project engaging 112 student and staff participants using qualitative and quantitative data (online card-sorts, first-click testing, and usability tests of mockups and prototypes), resulting in the creation of 35+ new resources and a complete overhaul of the user interface and information architecture for the centralized career resources hub for both students and staff.
- Collaborated with key stakeholders to develop and document multiple cross-team workflows and business processes, including a streamlined event posting and promotions workflow across multiple platforms. This led to a significant decrease in processing times, improved staff efficiency and communication, and ensured that career development events were being communicated to students in a consistent and timely manner.

### Web Designer (Casual)

Toronto, ON

Communications, Office of the Dean & Vice-Provost, School of Graduate Studies (SGS), University of Toronto

May 2022 – Current

- Designing webpages across eight SGS WordPress sites to improve navigation flows and user experience, toward Web Content Accessibility Guidelines (WCAG) 2.1 AA compliance.
- Collaborated with subject matter experts to enhance the visual appeal of content-rich webpages using plugins such as [Kadence Block](#), ensuring information is presented in an engaging and comprehensive manner.
- Received an official commendation for responsiveness, subject matter expertise, excellent work, and overall contributions to SGS through the [University of Toronto's True Blue Recognition Program](#).

### User Experience Specialist & Website Coordinator (Casual)

North York, ON

Tyndale University

Oct. 2017 – Current

- Maintaining and improving web accessibility of three websites using WordPress and SnapPages.
- Supporting the development and maintenance of an app and website, as a UX, accessibility, and design consultant.

### Instructional Support Coordinator

Toronto, ON

Student Services & Learning Hub, Faculty of Information, University of Toronto

May 2021 – May 2022

- Previous Title(s): *Educational Technology Assistant, Programming Technology Coordinator*
- Provided operational support to the Student Services, Learning Hub, Careers Office, Advancement, and Recruitment and Admissions units, developed content and records management processes, and generated reports using Symplcity (CSM), SQL, and Excel to support outreach, communication, and reporting activities.
- Coordinated the staff schedule and training of 15 Technical Support Assistants (TSAs) to ensure coverage for in-person and remote delivery of 35 undergraduate- and graduate-level courses.

- Created a relational database to track, manage, and generate reports for TSA hours to identify operational needs and to support budgetary decision making and reporting needs.
- Tested and recommended educational technologies and provided training for faculty and staff on the use of classroom and information technologies to develop time-efficient workflows to prepare hybrid classrooms.
- Supported the Careers Office's transition to the use of Symplicity (CSM) by cleaning up and ensuring data standardization for reporting, testing and troubleshooting technical issues with the vendor,

## Technical Support Assistant for Online Courses

Student Services, Faculty of Information, University of Toronto

Toronto, ON

Sept. 2020 – Apr. 2021

- Provided administrative and technical support for remote courses through partnering with instructors and teaching assistants to provide a smooth and positive online learning experience.
- Coordinated schedule of 11 staff to ensure proper coverage of supported courses.
- Conducted user research studies toward implementing new services and administrative workflow improvements.
- Created an online repository with guides, resources, and course templates for remote teaching.
- Offered weekly consultation sessions, in-class assistance, and email support to devise and implement active-learning strategies and hybrid delivery modules using Blackboard Collaborate, Zoom, and Microsoft Teams.

## OTHER EXPERIENCES

### User Experience Research Project Lead

Noranda Earth Sciences Library, University of Toronto Libraries

Toronto, ON

Jan. 2020 – Apr. 2020

- As part of a community-engaged learning initiative, my team of five partnered with the Head Librarian and frontline staff to design and execute a user research study examining user behaviours and use of library space to determine areas for improvement.
- Conducted 14 user interviews and 32 surveys to identify user pain points, resulting in 11 recommendations supported by user data analysis and alternative solutions for future consideration and implementation.

## CONFERENCE PRESENTATIONS

- Cohen, B., Deonandan, P., & Shum, J. (2023, October). *Balancing Individualized Support with Sustainable Scalability: Leveraging EdTech for Effective WIL Program Design*. Presenting at the York University Professional Development Conference, Toronto, Ontario, Canada.
- Chan, M., Shum, J. & Sze, E. (2021, August). *What does it take? Developing inclusive and empathetic practices in a remote class*. Presented at the Digital Pedagogy Institute Conference, Toronto, Ontario, Canada.

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

|   |            |
|---|------------|
| Data Visualization for Data Analysis and Analytics, LinkedIn Learning                           | Sept. 2023 |
| Excel: Macros and VBA, LinkedIn Learning  | Sept. 2023 |
| UDL Associate Credential - Level 1, CAST (Credential #: 16123-1678806541)                       | Mar. 2023  |
| Data Warehousing and Business Intelligence, University of California, Irvine on Coursera        | Mar. 2022  |
| Business Metrics for Data-Driven Companies, Duke University on Coursera                         | Mar. 2022  |
| The Nature of Data and Relational Database Design, University of California, Irvine on Coursera | Mar. 2022  |

## EDUCATION

|   |                       |
|---|-----------------------|
| Master of Information, University of Toronto  | Toronto, ON (2020)    |
| <ul style="list-style-type: none"> <li>• Concentration: Library &amp; Information Science (LIS); secondary focus in User Experience Design (UXD)</li> </ul> |                       |
| Bachelor of Honours, Interdisciplinary Social Science, York University  | North York, ON (2018) |
| <ul style="list-style-type: none"> <li>• Concentration: Equity &amp; Social Policy</li> </ul>   |                       |