

JOSHUA SHUM

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SUMMARY

Experienced ethnographic researcher and human-centred UI/UX designer leveraging information and communication technologies to create universal and engaging user experiences. Passionate about developing solutions that work for you and your users through thoughtfully designed user research, usability testing, and information architecture. Advocate for digital privacy, open access to information, and fostering a design thinking approach and mindset in community engagement practices, particularly in libraries and community-based organizations.

PROFESSIONAL EXPERIENCE

Technical Support Specialist for Online Courses

Sept. 2020 – *Current*

Faculty of Information, University of Toronto

- Concurrently supporting Bachelor's, Master's and Doctoral level graduate courses through partnering with instructors and teaching assistants to provide a smooth and positive online learning experience.
 - **Fall 2020:** 462 registered students across 8 courses.
 - **Winter 2021:** 208 registered students across 9 courses.
- Creating, updating, and distributing digital classroom guides, resources, and templates for Faculty of Information instructors on Canvas using HTML and CSS.
- Providing bookable consultation sessions for instructors and direct in-class support for classes hosted on Blackboard Collaborate, Zoom, and Microsoft Teams through chat moderation and email, preparing classroom tools (e.g. polls, breakout rooms, session recording and archiving), and advice on session planning and execution.
- Processing, editing, and publishing class recordings with captions using MyMedia and Microsoft Stream.
- Assisting with course design and administration using the Canvas/Quercus Learning Management System.

Website Support & Content Developer

Sept. 2017 – *Current*

Tyndale Intercultural Ministries (TIM) Centre

- Principal Designer and Team Lead for a website redesign project, designing and conducting 2 UX research studies.
- Updating 2 websites toward Accessibility for Ontarians with Disabilities Act (AODA) and WCAG 2.1 compliance.
- Researched, developed and published over 200 webpages and articles using Drupal and WordPress to date.
- Coordinated with colleagues to connect and exchange resources with local organizations across Toronto.

User Experience Librarianship Intern

Jan. 2020 – Apr. 2020

University of Toronto Scarborough (UTSC) Library

- Created and executed 3 concurrent UX research and design projects examining digital and physical library spaces including a card-sorting and tree-testing study, usability test research methods.
- Collaborated with the Web & UX Librarian to conduct 4 weekly 1-hour UX Pop-Up tables to gather user feedback and suggestions for the UTSC Library Space Planning Committee.
- Co-developed and co-instructed an "Introduction to UX Design" workshop with 15 registered attendees.
- Accessed and retrieved project documentation and resources using project tracking software Confluence and Jira.
- Presented UX initiatives, research progress, findings, and recommended next steps at library staff meetings.
- Developed research guides and modules with the Learning Objects Working group.

Student Library Assistant (SLA), Access & Information Services

Sept. 2019 – Apr. 2020

University of Toronto Libraries at Downsview

- Proved high-level of attention to detail using SirsiDynix Workflows by processing and checking library materials, from 5 major universities in Ontario for high-density storage and retrieval at facility with over three million items.
- Supervised and trained new SLAs when full-time staff members are unavailable.
- Displayed adaptability by learning UTL cataloguing procedures and policies within two weeks.
- Demonstrated problem-solving ability by identifying and correcting mislabeled material with library item records.

Research Assistant

Jun. – Aug. 2017

Tyndale Intercultural Ministries (TIM) Centre

- Designed and implemented a digital file classification system to reorganize all department files.
- Created training and promotional materials and supporting documentation for courses using InDesign, Publisher, and PowerPoint.

Community Engagement Coordinator

Jun. – Aug. 2014, 2015

East Toronto Chinese Baptist Church (ETCBC)

- Designed and published an annual summer activity guide for Toronto residents.
- Demonstrated strong teamwork and communication skills by engaging with youth leaders and volunteers to plan community engagement, fundraising, and outreach activities including 4 sports days and 2 community barbeques.
- Developed and presented outreach and engagement proposals using Microsoft and Google Suite applications, including Word, Excel, Publisher, PowerPoint, and Slides.

EDUCATION

Master of Information (Library & Information Science)

2020

University of Toronto • Toronto, ON • 3.91 GPA

- **ALA-Accredited Program.** Coursework emphasizes the practice and theory of integrating design thinking, interaction design, and a user-centred approach to the growth, development, and operation of academic libraries.
- **Secondary Focus:** User Experience Design

Courses:

- INF1001: Knowledge & Information in Society
- INF1005: Futures' Thinking
- INF1006: Information and Contemplation
- INF1321: Representing, Accessing, and Documenting the Cultural Record
- INF1322: Communities & Values
- INF1323: The Information Experience
- INF1324: Critical Infrastructures
- INF1344: Introduction to Statistics for Data Science
- INF1602: Fundamentals of User-Experience
- INF2040: Project Management
- INF2169: User-Centered Information Systems Development
- INF2170: Information Architecture
- INF2173: Information Professional Practicum
- INF2304: Special Topics in Information Studies – UX for Galleries, Libraries, Archives, & Museums
- INF2305: Special Topics in Information Studies – The Joy of Information
- INF2332: Information Behaviour
- INF3900: Work-Integrated Learning

B.A. Honours, Interdisciplinary Social Science

2018

York University • Toronto, ON

Courses:

- AP-JP 1000: Elementary Standard Modern Japanese
- AP-JP 2000: Intermediate Standard Modern Japanese
- AP-JP 2700: Contemporary Japanese Culture and Society
- AP-KOR 1000: Elementary Standard Modern Korean
- AP-KOR 2000: Elementary Standard Modern Korean
- AP-HUMA 1420: Introduction to Korean Culture
- AP-HUMA 1825: Law and Morality
- AP-HUMA 3890: Social Justice: Theory and Practice
- AP-HUMA 4410: Changing Narratives of the Family in Modern Korea
- AP-HREQ 3125: Political Economy of Canada
- AP-HREQ 3255: Human Rights and Global Economy
- AP-HREQ 4052: Race, Ethnicity and Social Policy
- AP-HREQ 4165: Canadian Social Policy in Comparative Perspective
- AP-HREQ 4181: Research Seminar in the Political Economy of Canada
- AP-MODR 1720: Reasoning about Social Issues
- AP-MIST 3520: Religion, Gender, and Korean Culture

- AP-POLS 4065: Critical Theory: Society and Politics
- AP-PRWR 4800: Visual Information and Document Design
- AP-SOSC 1000: Introduction to Social Science
- AP-SOSC 2210: Labour Relations in Canada
- HH-PSYC 1010: Introduction to Psychology
- SC-NATS 1775: Technology and Civilization
- SC-NATS 1840: Science, Technology & The Environment

PROJECTS

Personal Portfolio Website

Sept. 2019 — *Current*

- Customizing my portfolio website using HTML, CSS, and JavaScript as both a personal, self-taught hobby with transferable professional outcomes.
- Using information technology and networking tools such as Google Cloud Platform and Google Analytics toward compliance with Accessibility for Ontarians with Disabilities Act (AODA) and Web Content Accessibility Guidelines (WCAG) 2.1 Level AA standards.
- Applied visual design principles in creating a user-friendly and navigable website.

UX/LIS Research Project with Noranda Earth Sciences Library, UTL

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 execute a user research study examining user behaviours and use of library space.
- Conducted 14 user interviews and 32 surveys to identify user pain points.
- Outlined 11 evidence-based UX Recommendations for future consideration and implementation, with supporting user data analysis and alternatives.

Information Architecture Redesign Project with CL&D

Sept. 2019 — Jan. 2020

- Managed a team of five classmates to redesign the information architecture (IA) for the Centre of Learning & Development, Toronto's website, <tcclld.org>.
- Demonstrated versatility, adaptability, and strong leadership, communication, and organizational skills as the Project Manager, Lead Editor, IT/Networking Lead, and as the primary point of contact between project teams.
- Designed and executed a hybrid card-sorting study (using Optimal Workshop), stakeholder & user interviews, user observations, and usability tests with 15 participants.
- Designed a high-fidelity prototype website based on a proposed IA by analyzing collected user data.

Telempathy

Sept. 2019 — Dec. 2019

- Developed a clickable medium-fidelity prototype using Balsamiq for a student-centred platform for accessing mental health resources at the University of Toronto, in a team of four.
- Conducted user research with 16 participants through interviews, usability tests, and prototype evaluations.
- Created and presented 4 bi-weekly slide decks using a storytelling approach for a panel of industry professionals.
- Participated in 4 design thinking workshops to generate user empathy, user needs, ideas, and evaluation methods.

TIFF Next Wave — Jump Cuts Young Filmmakers Showcase — Finalist

May 2012

- Directed and edited the short film, "Rivals of the Cube" was selected and premiered at the Toronto International Film Festival Bell Lightbox theatres as a finalist from submissions across Ontario, Canada, by grade 9-12 students on the basis of proficiency in form, expression, experimentation and content.

SERVICE TO LIBRARIANSHIP & ENGAGEMENT

Faculty of Information, University of Toronto

Class of 2020 Continuity Working Group, Master of Information Student Council

Jun. 2020 — *Current*

- Liaising with Spring 2020 graduates and the Faculty to reschedule cancelled end of year events (due to COVID-19), overseeing a budget of \$10,000.

Peer Mentoring @ iSchool Program Coordinator, Mentor

May 2019 — Apr. 2020

- Led the peer mentorship program along with three co-coordinators as the primary contact (email, administrative, and general inquiries), and planned 4 community events with 124 registered attendees.
- Redesigned and piloted a new mentorship program with 109 mentees and 58 mentors.

- Attained recognition of the program in the official co-curricular record by partnering with faculty administrators and staff through the validation process.
- Reorganized the program's online repository and developed instructional guides for future coordinators.

Student Ambassador Sept. 2019 – Apr. 2020

- Collaborated to organize an information day as a student representative to drive faculty initiatives and share engagement opportunities and experiences with prospective students.

Student Liaison Sept. – Dec. 2019

- Designated point of communication for communicating student feedback and concerns with the Course Director toward improving student experience.

Class Representative, Master of Information Student Council Sept. – Dec. 2018

- Served as the primary point of contact between fellow students and the council, and communicated social networking opportunities and events in weekly announcements.

Ontario Library Association Super Conference (OLA SC)

Volunteer Jan. – Feb. 2020

- Offered attendee-oriented service, including workshop registration, informational, and directional help at the OLA's annual four-day conference, Canada's largest library organization and librarianship event.
- Supported conference speakers and attended workshop sessions on UX Librarianship and community collaboration and engagement in libraries.

Volunteer Jan. – Feb. 2019

- Programmed scanning devices to track session attendance and provided informational and directional help.
- Assisted and attended conference workshops and programs on community collaboration and engagement in libraries, and embedded librarianship.

Winters Residence, York University

- **Stephansson House Representative & Social Media Manager, Residence Council** 2013–2014
 - Elected as a voting member and representative to about 40 of the 300 students living on the residence.
 - Collaborated to plan monthly floor- and residence-wide events and outings.
 - Created and maintained a social media presence to promote council events and notices to residents.

PRESENTATIONS & TEACHING EXPERIENCES

Workshops

1. **Shum, J. & Guay, S. (2020).** *Introduction to UX Design*. Workshop presented at University of Toronto Scarborough Library as part of Entrepreneurship Week, Toronto, Ontario, Canada.

Non-Peer-Reviewed Poster Presentations

1. **Shum, J. (2020, April 2).** *Integrating cost-effective, lean UX research methods and design thinking in academic libraries: University of Toronto Scarborough Library*. Information Professional Practicum Exhibition, Toronto, ON, Canada.
2. **Anderson, K., Secco, M., Shum, J., Szakaly, A., & Zhan, J. (2020, April 19).** *Noranda Earth Sciences Library UX Research Project*. User Experience (UX) for Galleries, Libraries, Archives, and Museums (GLAM) Showcase, Toronto, ON, Canada.

PROFESSIONAL AFFILIATIONS

Member, Ontario Library Association May 2020 – Current

Student Member, Ontario Library Association Sept. 2019 – Apr. 2020

HONOURS & AWARDS

Member of the Dean's Honour Roll, York University

- Awarded to students graduating with an Honours Bachelor's Degree with 7.00 or higher cumulative GPA.

York University Continuing Student Scholarship, York University

- Awarded to students with outstanding academic results in the previous Fall, Winter, and Summer sessions.

SKILLS

- Administrative**
 - Project Management; Information Management; Google Suite; LibCal; Professional document formatting, proofreading, and editing.
- Industry**
 - **UI/UX Research & Design:** Quantitative and Qualitative Research Methods (e.g. guerilla testing, Optimal Workshop, usability testing); Prototyping (Balsamiq; limited experience with Figma); Interaction Design; Information Architecture; Design Thinking.
 - **Content Management & Analysis:** Drupal; WordPress; Google Analytics; Google Cloud; Quercus/Canvas; Zoom; Microsoft Teams.
 - **Media:** Adobe Photoshop; Illustrator; InDesign; Acrobat; Microsoft Suite; Final Cut Pro.
 - **Coding:** HTML and CSS (experienced); JavaScript and PHP (intermediate).
- Languages**
 - English (native); Cantonese (native speaker); Japanese and Korean (conversational).
- Professional Development & Workshops**
 - **LinkedIn Learning:**
 - (In Progress) *Agile Project Management; Google Analytics Essential Training; Interaction Design on the Web; Node.js Essential Training; UX Design; UX Research Methods.*
 - (Completed) *Learning Confluence; Learning Jira Software; Making UX Happen as a Team.*
 - **OLA SC:** *Four Steps to Knowing Your Users: Guerilla Testing for Budding UXers.*
 - **Seneca College:** *Visual Information and Document Design.*
 - **University of Toronto:**
 - (Completed) *Poster Presentations: How to Prepare, Design, and Present; Digital Marketing for GLAMs: Social Media and Beyond; 3D Printing with Autodesk Fusion 360; Planning and Hosting Inclusive Accessible Events; Professional Communications.*