

# JOSHUA SHUM

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## SUMMARY

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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 academic libraries, community-based organizations.

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## PROFESSIONAL EXPERIENCE

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### Faculty of Information, University of Toronto

*Programming Technology Coordinator, Student Services*

May 2021 – Current

- Driving faculty initiatives by providing educational and programming technology support to staff, including student programs and admission events.

*Technical Support Assistant for Online Courses, iSchool ePedagogy*

Sept. 2020 – Apr. 2021

- Providing administrative and technical support for undergraduate, graduate, and doctoral courses through partnering with instructors and teaching assistants to provide a smooth and positive online learning experience.
  - **Fall 2020:** 462 registered students in 8 courses | **Winter 2021:** 194 registered students in 10 courses.
- Assisting instructors with course administration, information architecture, and design, using Canvas/Quercus.
- Maintaining an online pedagogy knowledge base on Canvas/Quercus with up-to-date guides, resources, and course templates for classroom technologies, using HTML, Microsoft Word, and Adobe Acrobat.
- Offering consultation sessions and in-class support to devise and implement active-learning strategies and hybrid delivery modules using tools such as Blackboard Collaborate, Zoom, and Microsoft Teams.
- Processing, editing, and publishing class recordings with captions using MyMedia and Microsoft Stream.

### Tyndale Intercultural Ministries (TIM) Centre, Tyndale University

*Website Support & Content Developer*

Dec. 2018 – Current

- Designed and conducted a user experience (UX) card-sorting study for a website redesign project.
- Updating websites toward Accessibility for Ontarians with Disabilities Act (AODA) and Web Content Accessibility Guidelines (WCAG) AA 2.1 compliance.

*Website Support*

Oct. 2017 – Dec. 2018

- Regularly checked and audited published content for broken or incorrect hyperlinks.
- Maintained over 200 webpages and articles using Drupal and WordPress to date.
- Coordinated with colleagues to connect and exchange resources with local organizations across Toronto.

*Research Assistant*

Jun. – Aug. 2017

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

### University of Toronto Scarborough (UTSC) Library

*User Experience Librarianship Intern*

Jan. 2020 – Apr. 2020

- 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 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.
- Presented UX initiatives, research progress, findings, and recommended next steps at library staff meetings.

## University of Toronto Libraries at Downsview

Student Library Assistant (SLA), Access & Information Services

Sept. 2019 – Apr. 2020

- Proved high-level of attention to detail using SirsiDynix Workflows by processing and checking library materials, from 5 major universities in Ontario for storage and retrieval at facility with over three million items.
- Trained and supervised new SLAs when full-time staff members are unavailable.
- Demonstrated problem-solving ability by identifying and correcting mislabeled material in library catalogues.

## East Toronto Chinese Baptist Church

Community Engagement Coordinator

Jun. – Aug. 2014, 2015

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

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## EDUCATION

### Master of Information (Library & Information Science)

2020

University of Toronto • Toronto, ON • 3.91 GPA

- **ALA-Accredited.** 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

### B.A. Honours, Interdisciplinary Social Science

2018

York University • Toronto, ON

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## PROJECTS

### Personal Portfolio Website

Sept. 2019 – Present

- 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, <[tccltd.org](http://tccltd.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.

- 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 bi-weekly slide decks using a storytelling approach for a panel of industry professionals.
- Participated in 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*.
- Film selected to premiere 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.

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## **SERVICE TO LIBRARIANSHIP & ENGAGEMENT**

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**Faculty of Information, University of Toronto**

*Faculty Council Representative, Faculty of Information Alumni Association*

Mar. 2021 – Current

- Attending regularly scheduled Faculty Council meetings on behalf of the Executive Committee.
- Voting on and providing reports of Faculty Council decisions and discussions to the Executive Committee.

*iSchool Class of 2020 & 2021 Continuity Working Group*

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 from the Master of Information Student Council.

*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.

**Virtual Platform Coordinator, World IA Day (WIAD) Toronto 2021**

Oct. 2020 – Mar. 2021

- Volunteered as the Technical Support Specialist (Lead) for a team of volunteers in using Vi.to, Zoom, and Slack to host an online conference with over 350 registered attendees.
- Provided day-of platform support to volunteers, speakers, and attendees.
- Assisted in the logistical development of the event in the preceding months.
- Trained and led a team of three in editing and captioning pre-recorded and live session recordings.
- Liaised with event organizers to provide technical advice and consultation.

**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.

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## PRESENTATIONS & TEACHING EXPERIENCES

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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.

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## SKILLS

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Administrative

- Project Management; Information Management; Quercus/Canvas, Google Suite; LibCal; Professional document formatting, proofreading, and editing.

Information and Classroom Technologies

- **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 Super Conference:** *Four Steps to Knowing Your Users: Guerilla Testing for Budding UXers*.
- **Seneca College:** *Visual Information and Document Design*.
- **University of Toronto:**
  - (Completed) *Master Your Image File Formats*; *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*.

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## PROFESSIONAL AFFILIATIONS

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Member, Toronto Regional Computer-Human Interaction (TorCHI) Mar. 2021 – Present

Member, Ontario Library Association May 2020 – Present

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

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## HONOURS & AWARDS

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Member of the Dean's Honour Roll, York University 2018

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

York University Continuing Student Scholarship, York University 2017

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