

JOSHUA SHUM

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

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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. Keen to leverage information and communication technologies to craft tailored solutions for your needs and optimize user flows for diverse stakeholders. Flexible and quick to adapt to new environments, systems, and technologies. Passionate about empowering organizations to make data-driven decisions through purposeful data collection and analysis.

EDUCATION

Master of Information, University of Toronto Toronto, ON (2020)

- Concentration: Library & Information Science (LIS); secondary focus in User Experience Design (UXD)

Bachelor of Honours, Interdisciplinary Social Science, York University North York, ON (2018)

- Concentration: Equity & Social Policy

SKILLS

Data Management & Analysis Power BI · SQL · Excel · Google Analytics · Canvas LMS · OptimalWorkshop
Web / Media / Design HTML / CSS · WordPress · Adobe Photoshop / Premiere Pro · Figma · Canva
CRM Symplicity (CSM) · Orbis

PROFESSIONAL EXPERIENCE

Systems & Data Management Officer Feb. 2024 – Current
Student Success, Division of Student Life, University of Toronto Toronto, ON

- Oversee the data management, governance, and reporting for CLNx (Orbis Outcome) and Folio (Symplicity UniHub / Career Hub)—enterprise-level platforms supporting the student experience at the University of Toronto, serving all students across Canada’s top university.
- Test new software configurations and system features of complex databases and CRMs, in preparation for the division’s planned transition to the new platform in May 2024; includes troubleshooting, and resolving technical issues, developing data management and reporting standards, participating in focus group meetings to determine unit needs, and drafting training content to train co-workers.
- Implement data collection and management standards to enable reporting on student appointments and events data to track key performance indicators and generate data reports, infographics, and visualizations using Power Automate, Power BI, and Tableau.
- Redesigned and improved the ELT process for pulling data from systems and preparing it for term and annual departmental and divisional reporting by streamlining data transformation activities to reduce processing time, implementing reference data change controls and metadata standards for documenting changes, and writing documentation to outline the new process.

Student Development Coordinator, Career Resources & Online Technology May 2022 – Feb. 2024
Engineering Career Centre, Faculty of Applied Science and Engineering, University of Toronto Toronto, ON

- Oversaw the use of educational and information 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.
- Implemented data collection standards to establish and maintain a database of resource page usage, student appointments, and events data to track key performance indicators and generate data reports, infographics, and visualizations using Power Automate and Power BI, enabling the team to make data-driven decisions.
- Planned and executed 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.
- Tested new software configurations and system features of complex systems like Orbis and Symplicity (CSM), in preparation for the department’s planned transition to the new CRM in Fall 2024; includes troubleshooting, and

resolving technical issues, participating in focus group meetings to determine unit needs, and drafting training content to train co-workers.

- Organized and conducted a meticulous, multi-phased user experience redesign project using OptimalWorkshop, engaging 112 student and staff participants to gather 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 information architecture for the centralized career resources hub and an improved user interface for both students and co-workers.
- Collaborated with key stakeholders to develop, document, and train end-users on a cross-team event posting and promotions workflow involving multiple platforms and staff; this led to a significant decrease in processing times, improved staff efficiency and communication, and ensured that career development events are communicated to students in a consistent and timely manner.
- Provided training for troubleshooting and resolving complex technical issues / bugs for systems and software including Symplicity (CSM), Quercus, Microsoft O365 (e.g., Word, Excel, PowerPoint, Forms, Bookings, Power Automate, Power BI, Lists, SharePoint, Stream, and Visio), and more.
- Co-led an initiative to research, demo, and test project management tool / softwares to improve cross-team collaboration, communication, and workflows.

Web Designer (Casual)

May 2022 – Jan. 2024

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

- Designed webpages and improved navigation and user experience across eight WordPress sites according to Web Content Accessibility Guidelines (WCAG) 2.1 and Accessibility for Ontarians with Disabilities Act (AODA) standards.
- Collaborated with subject matter experts to design content-rich webpages and enhance their visual appeal using plugins such as [Kadence Block](#), ensuring information is presented in an engaging and comprehensive manner.
- Maintained an internal departmental organizational chart using Microsoft Visio for SGS management.
- 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](#).

Instructional Support Coordinator

May 2021 – May 2022

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

- 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 data management processes, and generated reports using Symplicity (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, using Microsoft Word and Excel formulas, templates, and macros.
- Designed a relational database using MariaDB (similar to Microsoft Access) to track, manage, and generate reports for TSA hours to identify operational needs and to support budgetary decision making and reporting needs.
- Drafted, edited, and provided training sessions for faculty and staff on the use of classroom and information technologies and complex administrative systems to develop time-efficient workflows that enhanced user productivity.
- Supported the Careers Office's transition to the use of Symplicity (CSM) by cleaning up and ensuring data standardization for reporting, configuring, testing, troubleshooting, and resolving technical issues with the vendor.

Technical Support Assistant for Online Courses

Sep. 2020 – Apr. 2021

Student Services, Faculty of Information, University of Toronto Toronto, ON

- Collaborated with instructors and teaching assistants by providing administrative, consulting, classroom, and educational technology support to facilitate a smooth and positive online learning experience for remote courses.
- Coordinated schedules of 11 staff to ensure proper coverage of supported courses.
- Conducted user research to improve administrative workflow improvements and inform new services, leading to the development of an online repository of 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.

CONFERENCE PRESENTATIONS

- Cohen, B., Deonandan, P., & Shum, J. (2023, October). *Balancing Individualized Support with Sustainable Scalability: Leveraging EdTech for Effective WIL Program Design*. Presented 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.

SELECT CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Foundations of Data Architecture & Governance , School of Continuing Studies, University of Toronto	Apr. 2024
Data Strategy , Project Management Institute on LinkedIn Learning	Oct. 2023
From Excel to Power BI , Knowledge Accelerators on LinkedIn Learning (Credential #: ZJJ3YNG2YRYX)	Oct. 2023
Power BI: Essential Training , NASBA on LinkedIn Learning	Oct. 2023
Data Visualization for Data Analysis and Analytics , IIBA on LinkedIn Learning	Sep. 2023
Universal Design for Learning (UDL) Associate Credential - Level 1 , CAST (Credential #: 16123-1678806541)	Mar. 2023
Business Metrics for Data-Driven Companies , Duke University on Coursera	Mar. 2022
Data Warehousing and Business Intelligence , University of California, Irvine on Coursera	Mar. 2022
The Nature of Data and Relational Database Design , University of California, Irvine on Coursera	Mar. 2022
Introduction to Structured Query Language (SQL) , University of Michigan (Credential #: BLGTN4U59VKW)	Feb. 2022