

JOSHUA SHUM

Systems & Data Analyst · Information & UX Specialist · Product Designer · Project Manager

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ABOUT ME

Information systems, user experience, and data management specialist with over five years of experience at the University of Toronto in roles working with divisional and enterprise-level systems in systems management, data analysis and reporting, and support. Proven ability to partner with cross-functional teams to identify their system and reporting needs, optimize workflows, and deliver actionable insights through dynamic and user-friendly data visualizations and dashboards. Passionate about leveraging technology to enhance the student experience by empowering teams to make data-driven decisions.

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 Toronto, ON (2018)
• **Concentration:** Equity & Social Policy

TECHNICAL AND INFORMATION SKILLS

Data Management & Analysis	Power BI · Tableau · Excel · Google Analytics · SQL
Web / Media / Design	HTML / CSS · WordPress · PowerPoint · Photoshop · WCAG / AODA Standards
CRM & Enterprise-Systems	UniHub (Folio) · Symplicity CSM · Orbis Outcome (CLNx) · Canvas LMS (Quercus)

PROFESSIONAL EXPERIENCE

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

- Provide systems support, data management, user training, and reporting for the Folio (UniHub) and CLNx (Orbis Outcome) platforms by delivering key departmental reports, system demos for the Division of Student Life, and backfilling for the Lead, Systems & Data Management as required.
- Deliver term and annual data reports to stakeholders, translate complex datasets from multiple sources into actionable insights, and support strategic planning and decision-making through visual storytelling by developing and maintaining interactive data dashboards using Excel, Power BI, and Tableau to enable senior management to monitor and track student engagement metrics, conduct trends analysis, and support departmental reports.
- Troubleshoot user issues, conduct system demos, and ensure compliance with data governance, information security, and confidentiality policies.
- Collaborate with tri-campus partners, IT, and vendors to test configurations and features, manage roles and permissions, troubleshoot and resolve technical issues, recommend system enhancements, and ensure functionality.
- Coordinated a data stewarding / reporting group with colleagues across departments at the Division of Student Life, to ensure accurate data collection and improve reporting quality and data integrity.
- Proven experience in implementing and maintaining complex administrative and database systems in supporting the transition from CLNx to Folio by conducting needs assessments focus groups for each department to identify appropriate system and user permission configurations.
- Nominated by colleagues and [received a True Blue Award](#) for "careful, determined troubleshooting and immaculate data thinking."

Web Designer (Casual) **May 2022 – Current**
Office of the Dean & Vice-Provost, School of Graduate Studies (SGS), University of Toronto Toronto, ON

- Design websites and content webpages to improve navigation and user experience across eight WordPress sites according to Web Content Accessibility Guidelines (WCAG) 2.1 and Accessibility for Ontarians with Disabilities Act

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(AODA) standards.

- Collaborate 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 a commendation for responsiveness, subject matter expertise, excellent work, and overall contributions to SGS through the [University of Toronto's True Blue Recognition Program](#).

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, and administration of work-integrated learning preparation courses, and spearheaded a user experience redesign project involving 112 participants to redesign the centralized career resources hub actively used by 5500+ students.
- Managed the recruitment, interviews, and supervision of three student staff throughout a multi-phased project, directing their activities in program redesign, user experience research, and data analysis, while tailoring guidance to their strengths and development goals; resulted in a measurable increase in student engagement—as evidenced by data metrics—compared to previous academic terms.
- Proposed and led an initiative to implement 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.
- Demonstrated a high degree of initiative by proposing and leading projects involving UX research, data analysis, educational content development, and overseeing 3 work study students.
- Provided training for troubleshooting and resolving complex technical issues / bugs for systems and software including Symplicity (CSM), Quercus (Canvas LMS), Microsoft O365 (Word, Excel, PowerPoint, Forms, Bookings, Power Automate, Power BI, Lists, SharePoint, Stream, and Visio), and more.

Instructional Support Coordinator

May 2021 – May 2022

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

Toronto, ON

- 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.
- Supported the Careers Office's implementation of Symplicity (CSM) by testing, configuring, troubleshooting, and resolving technical issues with the vendor, and standardizing data to enable data-driven decisions through reporting.
- Coordinated the training for 15 staff and the weekly schedule 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.

Technical Support Assistant for Online Courses

Sep. 2020 – Apr. 2021

Student Services, Faculty of Information, University of Toronto

Toronto, ON

- Successfully supported the delivery of remote courses during the COVID-19 pandemic by providing with instructors and teaching assistants with educational and administrative technology support and training, resulting in a positive online teaching and learning experience as reported by students and teaching staff feedback.
- 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.

PRESENTATIONS & INSTRUCTIONAL EXPERIENCES

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 Mini 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.

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Workshops

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

SELECT CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Foundations of Data Governance & Architecture, School of Continuing Studies, University of Toronto	Jan. – 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: Dashboards, LinkedIn Learning	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
Power BI: Getting Started, LinkedIn Learning	Sep. 2023
Excel: Macros and VBA for Beginners, 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 (Credential #: JZPKWVTNAVSN)	Mar. 2022
Data Warehousing and Business Intelligence, University of California, Irvine on Coursera (Credential #: EP8A6EK67ZYC)	Mar. 2022
Project Management: The Basics for Success, University of California, Irvine on Coursera (Credential #: DA33L2PA9NGR)	Mar. 2022
The Nature of Data and Relational Database Design, University of California, Irvine on Coursera (Credential #: 6DBUANZRE8FC)	Mar. 2022
Introduction to Structured Query Language (SQL), University of Michigan (Credential #: BLGTN4U59VKW)	Feb. 2022
Certified Microsoft Innovative Educator, Microsoft	May 2021
Inclusive Classroom Foundation, Microsoft	May 2021
Working Together: The Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act, Ontario Human Rights Commission	