

JOSHUA SHUM

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

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ABOUT ME

Information systems and data management specialist with over five years of experience at the University of Toronto supporting enterprise student systems, data reporting, and analytics. Experienced in collaborating with cross-functional teams to leverage Power BI, Tableau, Power Automate, and Excel to analyze large, complex datasets, and strengthening data integrity to improve program design. Proven ability to adapt quickly to new enterprise student information systems and platforms, with in-depth, hands-on expertise in UniHub (Folio), Orbis Outcome (CLNx), Symplicity CSM, and Canvas LMS (Quercus).

TECHNICAL AND INFORMATION SKILLS

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

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	

PROFESSIONAL EXPERIENCE

Systems & Data Management Officer Student Success, Division of Student Life, University of Toronto	Feb. 2024 – Current Toronto, ON
<ul style="list-style-type: none">• Provide systems support, data management, user training, documentation, system demos, and reporting for the Folio (UniHub) and CLNx (Orbis Outcome) platforms by delivering key term and annual reports for 10 units within the Division of Student Life, and backfilling for the <i>Lead, Systems & Data Management</i> as required.• Analyze large and complex datasets from multiple sources to develop, maintain, and present interactive dashboards using Power BI, Tableau, and Excel to senior leadership, enabling the division to monitor and track student engagement metrics, conduct trends analysis, and enhance departmental reports.• Coordinate a data stewarding / reporting group to advise colleagues across departments at the Division of Student Life to ensure accurate data collection by identifying, assessing, and resolving systemic data integrity issues.• Advise and support departments by troubleshooting user issues, fulfilling formal and ad hoc data requests, conducting system demos, and ensuring compliance with data governance, information security, and confidentiality policies.• Proven experience in implementing and maintaining complex administrative and database systems by supporting the transition from CLNx to Folio, through conducting needs assessment focus groups for each department to identify appropriate system and user permission configurations, and determining methodologies for data retrieval and manipulation for reporting.• 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.• Nominated by colleagues and <u>received a True Blue Award</u> for "careful, determined troubleshooting and immaculate data thinking."	
Web Designer (Casual) Communications, Office of the Dean & Vice-Provost, School of Graduate Studies (SGS), University of Toronto	May 2022 – Current Toronto, ON
<ul style="list-style-type: none">• Collaborate with subject matter experts to design content-rich websites and 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 (AODA) standards.	
Student Development Coordinator, Career Resources & Online Technology Engineering Career Centre, Faculty of Applied Science and Engineering, University of Toronto	May 2022 – Feb. 2024 Toronto, ON
<ul style="list-style-type: none">• 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 research and redesign project involving 112 participants to redesign the centralized career resources hub actively used by 5500+ students, resulting in a measurable increase in student satisfaction levels and engagement.

- Proposed and led an initiative to implement and streamline data collection processes and quality standards using **Power Automate and Excel**; established and maintained a database to track student engagement metrics (e.g., resource page usage, student appointments, and event attendance) and developed data dashboards and reports using **Power BI** to generate infographics and visualizations and track key performance indicators (KPIs), enabling the team to make data-driven decisions.
- 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.
- Advised and trained staff in resolving technical issues across enterprise systems, including the Orbis Outcome, 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 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.
- Created a relational database using MariaDB (similar to Microsoft and SQL) to run queries to gather, track, manage, and generate data reports on staff hours and coverage availability to identify operational needs and to support budgetary decision making and reporting.
- Coordinated training and schedules for 15 staff to ensure coverage for in-person and remote delivery of 35 courses using Microsoft Excel formulas, templates, and macros.
- Developed and presented training demos for faculty and staff on educational technologies used at the University.

Technical Support Assistant for Online Courses

Sep. 2020 – Apr. 2021

Student Services, Faculty of Information, University of Toronto

Toronto, ON

- 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.

SELECT CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Power BI: Data Modeling with DAX , LinkedIn Learning	Aug. 2025
Data Visualization: Storytelling , IIBA on LinkedIn Learning	Aug. 2025
Data Visualization for Data Analysis and Analytics (2024) , IIBA on LinkedIn Learning	Aug. 2025
Excel and ChatGPT: Data Analysis Power Tips , LinkedIn Learning	Aug. 2025
Using AI for Data-Driven Insights , NASBA on LinkedIn Learning	Aug. 2025
Foundations of Data Architecture & Governance , School of Continuing Studies, University of Toronto	Apr. 2024
Data Strategy , Project Management Institute on LinkedIn Learning	Oct. 2023
Power BI: Dashboards , LinkedIn Learning	Oct. 2023
From Excel to Power BI , Knowledge Accelerators on LinkedIn Learning (Credential #: ZJJ3YNG2YRYX)	Oct. 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