

JOSHUA SHUM

Educational Technologist • Systems & Data Analyst • Information & UX Specialist • Project Manager

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ABOUT ME

Educational technology, user experience, and data management specialist with over five years of experience at the University of Toronto supporting institutional systems including Canvas LMS (Quercus), Orbis Outcome (CLNx), and Symplicity UniHub (Folio). Passionate about partnering with faculty, staff, and students to bridge technology and pedagogy by applying universal design for learning (UDL) principles and supporting the use of generative AI to enhance teaching and learning.

TECHNICAL AND INFORMATION SKILLS

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

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 **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.
- Advise departments by troubleshooting user issues, conducting system demos, and ensuring 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 to advise 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**
Communications, Office of the Dean & Vice-Provost, School of Graduate Studies (SGS), University of Toronto **Toronto, ON**

- 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 **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.

- Provided training and troubleshooting for Quercus (Canvas LMS), Symplicity (CSM), and Microsoft O365 (Word, Excel, PowerPoint, Forms, Bookings, Power Automate, Power BI, Lists, SharePoint, Stream, and Visio); supported the *Learning Technology Specialist* in developing active-learning modules using *Articulate 360* (including *Rise* and *Storyline*) and data-informed instructional resources.
- Proposed and led an initiative to implement data collection standards to establish 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.

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 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.

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

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.

Workshops

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

SELECT CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

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
Universal Design for Learning (UDL) Associate Credential - Level 1 , CAST (Credential #: 16123-1678806541)	Mar. 2023
Project Management: The Basics for Success , University of California, Irvine on Coursera	Mar. 2022
Introduction to Structured Query Language (SQL) , University of Michigan on Coursera	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	Jan. 2021