Jordan Lum

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EXPERIENCE

Linked Infrastructure for Networked Cultural Scholarship (LINCS), *UX Designer*

May 2022 - Present

- Owned product design from conception to MVP of key milestone tool, designing linked open data tools for cultural researchers and the wider public, helping secure a $200,000 partnership grant with Library and Archive Canada
- Spearheaded summative and evaluative qualitative user research with academic researchers and students, identifying pain points and areas of opportunities
- Collaborated closely with developers and stakeholders to prioritize and ship key features using Agile methods
- Organized and facilitated design workshop sessions across 3 teams to discover and solve user needs
- Ensured designs and HTML implementations met WCAG 2.1 and AODA accessibility guidelines

Boys Who Write, *UX Designer*

Jan - July 2023

- Partnered with organization to launch a mentorship platform for middle school boys
- Defined the project vision through a user-centred service strategy, mapping it into an 8-step journey
- Led the visual design of the platform interface UI and website landing page
- Conducted in-depth user research with 20 participants across the United States to gain insights into user behaviours, pain points, and preferences

ERPVision, *UX/UI Designer*

July - Sept 2021

- Led the research, design, and evaluation for a proof-of-concept of a digital flyer app that personalizes deals for shoppers, initiating the development of an MVP within 2 months
- Implemented wireframes and mockup prototypes in a fast-paced environment in a cross-functional team of 4

Open Food Network, *Design Contributor (Volunteer)*

July - Sept 2021

- Collaborated and contributed to user research on 10 local food enterprise managers worldwide, providing major insights for OFN's product roadmap
- Conducted audit on brand and system colours to ensure WCAG 2.1 compliance

EDUCATION

University of Toronto
Master of Information – User Experience Design Concentration
2021 - 2023

Wilfrid Laurier University
Bachelor of Music Education
2015 - 2020

SKILLS

Tools: Figma, FigJam, Miro, Adobe Illustrator

Design: User-centred design, Visual design, Wireframing, Prototyping, Workshop facilitation

Research: Usability testing, User interviews, Surveys, Card Sorting, Journey Mapping, Persona Development

Development: HTML, CSS