

Jordan Lum

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EXPERIENCE

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

2022/05 – 2025/04

- Designed linked open data tools for humanities researchers; owned end-to-end product design of advanced information access tools, from user research to prototyping; helped secure a partnership grant with—and collaborated on work for—Library and Archives Canada
- Designed and managed UI of 3 LINCS software tools; created wireframes, prototypes, user flows, and design libraries in Figma; presented work to collaborators and stakeholders nationally
- Spearheaded qualitative and quantitative user research in individual and group sessions with more than 50 scholars and students, improving product usability by significantly reducing issues in subsequent testing cycles
- Collaborated as part of a cross-functional team with developers and stakeholders to gather design feedback, prioritized design solutions, and shipped key features using Agile methods; provided cross-team training on design tools and methodologies
- Conducted 2 major accessibility audits for a browser extension tool and implemented HTML and CSS to meet WCAG 2.1 and AODA guidelines

Boys Who Write, UX Designer

2023/01– 2023/07

- Partnered with organization to launch a mentorship platform for middle school boys
- Defined the project vision through a user-centred service strategy, mapping it onto an 8-step journey
- Led the visual design of the web app's UI and website landing page through wireframes and prototypes in Figma
- Conducted in-depth user research with 20 families (children and parents) across the United States to gain insights into user behaviours, pain points, and preferences

ERPVision, UX/UI Designer

2021/07 – 2021/09

- Led research, design, and evaluation for a proof-of-concept of a digital flyer mobile 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

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, Accessibility

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

Development: HTML, CSS, Javascript