

# Josh Anderson

Web Content & UX Strategist

Email: [josh60502@gmail.com](mailto:josh60502@gmail.com)

Portfolio: [joshanderson.me](http://joshanderson.me)

## Education

### Michigan State University

#### BA in Professional Writing

Minor in Japanese

- Graduated in the top 10%

## Leadership

- Founder & President, MSU Kanji Club
- 2015-2016 Peer Mentor, College of Arts & Letters
- Volunteer, MSU Japanese for Kids

## Published UX Works

- **The Trail Reporter Mobile Application: Methods for UX Research and Communication Design as Civic Agency.** *SIGDOC 2016*. Co-authored.
- **Understanding Information Architecture via My Bookshelf.** Published on UXdesign.cc.

## Skills

- Content Strategy
- HTML + CSS
- Web Writing
- Information Architecture
- Usability Testing
- User Research
- Wordpress
- Drupal
- SEO
- Social Media Strategy
- Google Analytics
- Axure
- Wireframing
- Prototyping
- Interaction Design
- Photoshop
- Web Accessibility
- Squarespace

## Experience

### Assistant Language Teacher July 2016–July 2017

#### Japan Exchange & Teaching (JET) Program

*Yatsushiro, Kumamoto, Japan*

- Taught English at five public schools in rural Japan
- Passed N2 (second hardest level) of the Japanese Language Proficiency Test (JLPT)
- Spoke at World Information Architecture Day '17 in Okinawa
- Led UX research and strategy project for the Kumamoto Association for Japan Exchange & Teaching website; improved findability by 67%

### Content Strategy/UX Intern May–July 2016

#### Sundog

*Fargo, North Dakota*

- Researched and presented on global content strategy
- Did UX design for a client iPad app
- Researched and gave recommendations on client SEO

### Communications Intern Feb 2015–May 2016

#### CREATE for STEM Institute

*East Lansing, Michigan*

- Worked with the Communications Director to strategize for the institute's web presence (content governance, modeling, styling, editing, etc.)
- Quadrupled our Twitter follower count
- Developed a mobile-responsive site in Drupal with HTML, CSS, and JavaScript
- Designed graphics with Photoshop

### Writing Consultant May 2014–May 2016

#### Michigan State University Writing Center

*East Lansing, Michigan*

- Assisted undergraduate and graduate students with writing, editing, and revising their assignments

### Website Analysis/Content Intern April–Sept 2015

#### MSU Office of Student Affairs & Services

*East Lansing, Michigan*

- Assisted numerous departments with designing and migrating content to new Wordpress sites
- Inventoried, mapped, and analyzed content

### Web Content Writer July 2012–Sept 2014

#### Cracked.com

- Published 5 articles on a freelance basis
- Received over 6,000,000 combined views on my articles