

Josh Anderson

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Personal Website: <http://joshanderson.me>

I analyze and create systems that deliver the right content to the right audiences at the right times.

EDUCATION

2020

Master of Information

Concentration: Information Systems & Design

University of Toronto, Toronto, Ontario, Canada

2016

Bachelor of Arts, Professional Writing

Concentration: Digital & Technical Writing, Minor in Japanese

Michigan State University, East Lansing, Michigan, United States

WORK EXPERIENCE

Sep 2020—Present

Junior Information Architect

Precision Content Authoring Solutions Inc., Toronto, Ontario, Canada

- Identifying the necessary elements for the DITA content model and their proper usage, including working with the content authors and editors and/or user experience designers
- Defining content access requirements, such as a faceted browser search support via taxonomy or index term requirements
- Participate in building the information architecture department by creating and documenting best practices and focusing on continuous improvement

Feb 2019—Aug 2020

SEO Specialist

Dealer Inspire, Naperville, Illinois, United States

- Responsible for monthly SEO and digital content strategies for 30+ clients
- Regularly conducted keyword research and site audits
- Met with clients and account managers to understand needs and discuss strategies

Aug 2019—Feb 2020

Organizer

World Information Architecture Day 2020, Toronto, Ontario, Canada

- Led a team of 2 additional co-organizers and 15 volunteers
- Successfully put on an all-day event of 12 speakers talking about IA and UX topics
- Brought together a diverse, 90-person audience of professionals and grad students

Nov 2018—Feb 2019

Web Content Publisher

Launch Digital Marketing/Dealer Inspire, Naperville, Illinois, United States

Oct 2017—Nov 2018

Associate Web Content Publisher

Launch Digital Marketing/Dealer Inspire, Naperville, Illinois, United States

- Edited, published, and occasionally wrote web content for dozens of clients
- Used HTML/CSS and a variety of content management systems on a daily basis

Jul 2016—Jul 2017 **Assistant Language Teacher**
Japan Exchange and Teaching (JET) Programme, Yatsushiro, Kumamoto, Japan
• Taught English at five public schools in rural Japan
• Led a UX research and strategy project for the Kumamoto Association for Japan Exchange & Teaching website; resulted in 67% improved content findability

ADDITIONAL EXPERIENCE

May 2016—Jul 2016 **Content Strategy/User Experience Intern**
Sundog, Fargo, North Dakota, United States

Feb 2015—May 2016 **Communications Intern**
CREATE for STEM Institute, Michigan State University, East Lansing, Michigan, United States

May 2014—May 2016 **Writing Consultant**
Michigan State University Writing Center, East Lansing, Michigan, United States

Apr 2015—Sep 2015 **Website Analysis and Content Intern**
Michigan State University Office of Student Affairs & Services, East Lansing, Michigan, United States

PROFESSIONAL ACTIVITIES

Apr 2019 **Speaker**, Information & Museum Studies Conference, Toronto, Canada

Nov 2017 **Volunteer**, CanUX Conference, Ottawa, Canada

Feb 2017 **Speaker**, World Information Architecture Day, Okinawa, Japan

VOLUNTEER ACTIVITIES

Oct 2017—Aug 2018 **Content Strategist**
Brighter Children

Sep 2017—Aug 2018 **English as a Second Language Tutor**
Literacy Volunteers Fox Valley

Sep 2015—Nov 2015 **Japanese Teaching Volunteer**
MSU Japanese for Kids

SKILLS

Content strategy, information architecture, UX research and design, SEO, digital marketing, writing/editing, localization, accessibility, HTML/CSS, usability assessment, system analysis, metadata, data modeling and governance, Python, JavaScript, WordPress, Drupal, public speaking, leadership, Japanese, blockchain