

# Josh Anderson

Toronto, ON

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

## 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

## PUBLICATIONS

### Conference Proceedings

Anderson, J. (2022). "Microcontent Migration: Making the Move to New Content Opportunities." *Proceedings of the Society for Technical Communication Summit 2022*. Proceedings Paper.

Anderson, J. & Zhu, P. (2021). "Information Architecture? In My Content?": What You Need to Know About IA." *Proceedings of the Society for Technical Communication Summit 2021*. Proceedings Paper.

Hennes, J., Wiley, K., & Anderson, J. (2016). "The Trail Reporter Mobile Application: Methods for UX Research and Communication Design as Civic Agency." *Proceedings of the ACM International Conference on Design of Communication*. User Experience Report.

### Book Reviews

Anderson, J. (2023, May). "From Solo to Scaled: Building a Scalable Content Strategy Practice" *Technical Communication: Journal for the Society for Technical Communication*. Volume 70, Number 2.

Anderson, J. (2023, February). "Converted: The Data-Driven Way to Win Customers' Hearts." *Technical Communication: Journal for the Society for Technical Communication*. Volume 70, Number 1.

Anderson, J. (2023, February). "Leading Content Design." *Technical Communication: Journal for the Society for Technical Communication*. Volume 70, Number 1.

Anderson, J. (2022, May). "SEO for Everyone." *Technical Communication: Journal for the Society for Technical Communication*. Volume 69, Number 2.

Anderson, J. (2022, February). "XQuery for Humanists." *Technical Communication: Journal for the Society for Technical Communication*. Volume 69, Number 1.

## Popular Articles

Anderson, J. (2017). "4 Things I've Realized After Learning a Language for 5 Years." *The YOKA*. Spring 2017.

Anderson, J. (2016). "Understanding Information Architecture via My Bookshelf." *UX Collective*.

## Chapters in Books

Anderson, J. (2014). "Turn to God Alone—First Church of Christ, Scientist of Greater Lansing," "We Embrace the Tension—The Peoples Church," "We've Got An Answer—Unitarian Universalist Church of Greater Lansing." In *One Community, One Week, Many Faiths: The Diversity of Worship and Belief* edited by Eric Freedman and Howard Bossen. Michigan State University, School of Journalism.

## PRESENTATIONS

### Conference Presentations

Anderson, J. (2023, May). *Structured Strategy: How to Supercharge Your Content Analysis with XML and XPath*. Presentation at the Society for Technical Communication Summit 2023, Atlanta, GA.

Anderson, J. (2023, April). *Information Management on Web3*. Presentation at ConVEx Baltimore, Baltimore, MD.

Hanna, R. & Anderson, J. (2022, October). *Microcontent Architecture in Action*. Presentation at the LavaCon Content Strategy Conference 2022, New Orleans, LA.

Anderson, J. (2022, June). *Nonfungible Content: NFTs and Content Management*. Presentation at ContentTECH Summit 2022, San Diego, CA.

Anderson, J. (2022, May). *Microcontent Migration: Making the Move to New Content Opportunities*. Presentation at the Society for Technical Communication Summit 2022, Rosemont, IL.

Hanna, R. & Anderson, J. (2022, May). *On the Road to Boca Raton: Our Microcontent Story at the National Council for Compensation Insurance (NCCI)*. Presentation at ConVEx 2022, Tempe, AZ.

Anderson, J. & Zhu, P. (2021, May). *“Information Architecture? In My Content?”: What You Need to Know About IA*. Virtual presentation at the Society for Technical Communication Summit 2021.

Schengili-Roberts, K. & Anderson, J. (2021, April). *DITA Isn't for Everyone (And Here's Why)*. Virtual presentation at ConVEx Conference 2021.

Anderson, J. (2021, March). *Landing an Information Architecture (IA) Job in 2021*. Virtual presentation at World Information Architecture Day 2021, Toronto, ON.

Anderson, J. (2019, April). *Recruiting Friends: Sense-Making Within Culturally Specific Online Expat Communities*. Lightning talk presented at the Information & Museum Studies Conference 2019, Toronto, ON.

Anderson, J. (2017, April). *Meaningful Arrangements*. Presentation at World Information Architecture Day 2017, Okinawa, Japan.

## WORK EXPERIENCE

Sep 2022—Present

### **Information Architect**

**Precision Content, Toronto, Ontario, Canada**

Sep 2020—Sep 2022

### **Associate Information Architect**

**Precision Content, Toronto, Ontario, Canada**

- Participate in building the information architecture department by creating and documenting best practices and focusing on continuous improvement
- 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
- Determining if and how the content model will be customized (e.g. applying constraints or specializing topics or elements)
- Defining content organization standards
- Determining proper reuse strategies for content within and outside of the storage system
- Creating and maintaining common reusable content (e.g., approved boilerplate text, warnings, product names, glossary terms, note usage, etc.)
- Creating content authoring templates
- Developing examples of content structures and appropriate element usage
- Defining content access requirements, such as a faceted browser search support via taxonomy or index term requirements
- Assessing content delivery requirements for each consuming system in collaboration with the Product Owners of each of the consuming systems

- Identifying content for conversion from legacy systems
- Developing conversion specifications for the necessary source formats

Sep 2021—Dec 2021

**Sessional Instructional Assistant**

**Faculty of Information, University of Toronto, Toronto, Ontario, Canada**

- Helped instructor Keith Schengili-Roberts in the course INF2170H – Information Architecture
- Led twice-weekly tutorials for several groups of students
- Assisted in grading assignments

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

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**

- Publish web content for dozens of clients
- Use 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

May 2016—Jul 2016

**Content Strategy/User Experience Intern**

**Sundog, Fargo, North Dakota, United States**

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

Feb 2015—May 2016

**Communications Intern**

**CREATE for STEM Institute, Michigan State University, East Lansing, Michigan, United States**

- Worked with the Communications Director to design a content strategy for the institute’s web presence (content governance, modeling, styling, editing, etc.)

- Wrote feature articles and news stories about the institute's grants and projects
- Developed a mobile-responsive site in Drupal with HTML, CSS, and JavaScript

May 2014—May 2016 **Writing Consultant**  
**Michigan State University Writing Center, East Lansing, Michigan, United States**  
 • Assisted undergraduate and graduate students with writing, editing, and revising their assignments

Apr 2015—Sep 2015 **Website Analysis and Content Intern**  
**Michigan State University Office of Student Affairs & Services, East Lansing, Michigan, United States**  
 • Assisted numerous departments with designing and migrating content to new Wordpress sites

## PROFESSIONAL ACTIVITIES

Aug 2022—Mar 2023 **Co-Organizer**, World IA Day 2023 Toronto, Toronto, Canada

Aug 2019—Feb 2020 **Co-Organizer**, World IA Day 2020 Toronto, Toronto, Canada

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

## PROFESSIONAL MEMBERSHIPS

Jan 2021—Present Society for Technical Communication

Feb 2021—Oct 2021 OASIS DITA Adoption Technical Committee

Dec 2017—Sep 2019 Information Architecture Institute

## CERTIFICATIONS

Aug 2021 Accessibility for Ontarians with Disabilities Act (AODA) Training Certificate of Completion

Jun 2021 Certified Professional Technical Communicator (CPTC™) Foundation

Jan 2017 Japanese Language Proficiency Test (JLPT) N2

## AWARDS & HONOURS

2016 The Honor Society of Phi Kappa Phi (offered to top 10% of seniors), Michigan State University

2015 S. C. Lee Best Undergraduate Paper Award, Second Place, Asian Studies Center of Michigan State University

2014 Japan Business Society of Detroit Scholarship, Japan Business Society of Detroit  
2012 University Scholars Award, Michigan State University  
2012 Presidential Study Abroad Scholarship, Michigan State University

### **LANGUAGE COMPETENCIES**

Native fluency in English

Professional working proficiency in Japanese

### **ADMINISTRATIVE EXPERIENCE**

Sep 2015—May 2016 **Founder & President**  
Michigan State University Kanji Learners' Club

### **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