

KYLA McCALLUM

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<https://www.kylaamccallum.com/>

EDUCATION

Master of Library and Information Science | 2023 - 2025 (Expected)

University of British Columbia

- GPA: 4.0
- Related Coursework: Directed Study in User Engagement

Bachelor of Arts in New Media And Digital Design, *summa cum laude* | 2021 - 2023

Fordham University

- GPA: 4.0
- Related Coursework: Graphic Design and Digital Tools, Values in Design, Data Visualization

DESIGN EXPERIENCE

Graphic Design Intern | 01/2023 - 06/2023

Orion Magazine

- Created editorial illustrations for a monthly column by David Gessner.
- Interviewed fantasy author T. Kingfisher for a digital article and illustrated the accompanying visual.
- Designed various marketing materials for the website and social media platforms.

Communications Intern | 06/2022 - 08/2022

The Holland Museum

- Ran the social media channels, posting 5-6 times weekly; grew the reach by 22% on Facebook and 914% on Instagram.
- Maintained the Wordpress website by creating and editing webpages for events and exhibitions.
- Designed social media graphics and a pamphlet.

Design Intern | 02/2022 - 05/2022

Gay Men's Health Center (GMHC)

- Conducted user experience testing (first click and think aloud) to gather feedback on the accessibility of GMHC's HIV/STI testing appointment scheduler, culminating in a presentation of findings.
- Presented the Director of Communications with Google Analytics-based insights to assess digital engagement and completed an audit of the websites to improve uniformity of design.

OTHER PROFESSIONAL EXPERIENCE

Content Writer | 09/2023 - Present

Green College, University of British Columbia

- Interview faculty, generating open-ended questions and publishing their answers on the blog—either as an essay (integrated quotes) or transcript.
- Write an enticing summary and analysis of scholarly events for the blog.

Research Assistant | 10/2023 - 1/2024

Department of Psychology, Brain, Attention, and Reality Lab, University of British Columbia

- Walked participants through a virtual reality simulation that includes four different scenes, two of which are intended to induce feelings of “awe.” Recorded participants’ emotions on a linear numeric scale to evaluate whether they felt awe. Recorded participants’ perception of time within each scene to investigate the association between awe and time.

Bookseller | 06/2023 - 08/2023

The Book Nook

- Welcomed customers into the store and recommended books based on their interests.
- Handled financial transactions (purchases, returns, exchanges).
- Open and closed the store independently.
- Priced used books and added them into inventory.

Community Engagement Advisor | 08/2022 - 08/2023

Frances Jaye Boutique

- Developed diversity, equity, and inclusion training, compiling readings and activities for employees to complete on a different topic each month.
- Managed “FJ Invests,” a philanthropic program to donate 2% of sales to a different local nonprofit each month. Created an application for non-profits to apply to the program as well as a voting procedure for employees to choose who will be recipients of the funding each quarter.

Retail Sales Associate | 08/2020 - 08/2023

Frances Jaye Boutique

- Welcomed customers into the store, shared product knowledge, and handled financial transactions (purchases, returns, exchanges) alongside a small team.
- Prepared new product to be put out on the floor, steaming and tagging clothes.
- Advocated on behalf of the store for vendors to implement biodegradable packaging, communicating with over 50 brand managers via email.

SKILLS

Customer Service

Web Design

- HTML, CSS, and Bootstrap
- Github
- Wordpress

Graphic Design and Illustration

- Adobe Illustrator, InDesign, and Photoshop
- Samples: [My Portfolio](#)

User Experience Research and Design

- Figma
- Sample: [Prototype for Survivors of Intimate Partner Violence \(IPV\)](#)

Data Analysis and Visualization

- Python (Pandas, Matplotlib, Plotly, Dash)
- RawGraphs
- Tableau