

Joshua B. 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

WORK EXPERIENCE

Aug 2023—Present

Information Architect

Paligo, Toronto, Ontario, Canada

- Conduct demos of the component content management system (CCMS) product
- Assist in pre-sales technical discovery calls with prospective customers
- Consult with clients on their content strategies relating to structured authoring, reuse, AI enablement, publishing workflows, versioning, translation, taxonomies, integrations, Schematron validation, DocBook, and asset migration
- Lead onboarding engagements with new clients
- Document and improve processes as a member of the Solutions Engineering team
- Create promotional and instructional videos
- Represent the company at conferences and in webinars

Sep 2022—Jul 2023

Information Architect

Sep 2020—Sep 2022

Associate Information Architect

Precision Content, Toronto, Ontario, Canada

- Trained as a consultant in structured authoring and enterprise content engineering
- Transformed documentation into modular, reusable, AI-ready content assets
- Ingested and managed content in component content management systems (CCMSs) including EasyDITA (Heretto) and Adobe Experience Manager (AEM) Guides
- Defined and customized content models
- Developed skills in DITA XML, XPath, XQuery, and XSLT
- Participated in building the information architecture department by creating and documenting best practices
- Represented the company at conferences

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

WORK EXPERIENCE (continued)

Nov 2018—Feb 2019 **Web Content Publisher**

Oct 2017—Nov 2018 **Associate Web Content Publisher**

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

- Published 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

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

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

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

TEACHING EXPERIENCE

- Mar 2025—Aug 2025 **Adjunct Instructor**
Graduate Professional Studies, Brandeis University, Waltham, Massachusetts, United States
- Instructor of the course RUCD130 – Information Architecture
 - Contributed to a redesign of the curriculum
- Sep 2021—Dec 2021 **Sessional Instructional Assistant**
Faculty of Information, University of Toronto, Toronto, Ontario, Canada
- Assisted the lead instructor of the course INF2170H – Information Architecture
 - Led twice-weekly tutorials for several groups of students
 - Assisted in grading assignments

Guest Lectures

Panel discussion, talking about my experience as an information architect. University of Dayton. Introduction to Professional and Technical Writing. (2025, December 2). Virtual.

“Information Architecture.” University of Dayton. Writing for the Web. (2025, February 18). Virtual.

PRESENTATIONS

Conference Presentations

Anderson, J. (2026, September). *The Lost Art of Googling: Content After Keywords*. Virtual presentation at ConVEx IDEAS Conference 2026.

Anderson, J. (2026, April). *New System, New Skills: The Hidden Curriculum of CCMS Adoption*. Presentation at ConVEx Pittsburgh, Pittsburgh, PA.

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.

Conference Presentations (continued)

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.

Workshops

Anderson, J. (2023, July). *Prompt Engineering: Communicating Effectively with AI*. Virtual workshop presented to the Society for Technical Communication Rochester Chapter.

Webinars

Anderson, J., Joseph, G., & Francis, A. (2026, April). *From Legacy Docs to Structured Truth: How Migration Prepares Your Content for the AI Era*. Live webinar.

Anderson, J., Joseph, G., & O'Keefe, S. (2024, September). *Make Your Documentation Highly Efficient—Without Risk*. Live webinar.

Webinars (continued)

Anderson, J. & Gelb, J. (2024, August). *Preparing & Delivering Content for Successful AI Deployment*. Live webinar.

Anderson, J., Kühnlein, R., Brennan, M., & Bruemmer, S. (2024, March). *Solving the Contradiction of Technical Writer Efficiency*. Live webinar.

Anderson, J. & Lacroix, F. (2023, November). *Migration Myths: Faster, Easier and More Fun(!) Than You Think*. Webinar recorded live for the tcworld Conference 2023's Technology Days.

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. (2026, September). "Short-Form Creative Writing: A Writer's Guide and Anthology." *IEEE ProComm Book Reviews—Digital Collection*.

Anderson, J. (2026, July). "Don't Say Um: How to Communicate Effectively to Live a Better Life." *IEEE ProComm Book Reviews—Digital Collection*.

Anderson, J. (2026, February). "Personal Branding for Introverts." *IEEE ProComm Book Reviews—Digital Collection*.

Anderson, J. (2026, January). "Docs as Tests: A Strategy for Resilient Technical Documentation." *IEEE ProComm Book Reviews—Digital Collection*.

Book Reviews (continued)

Anderson, J. (2026, January). "Reclaim Your Mind: Seven Strategies to Enjoy Tech Mindfully." *IEEE ProComm Book Reviews—Digital Collection*.

Anderson, J. (2025, May). "Speculative Everything: Design, Fiction, and Social Dreaming." *IEEE ProComm Book Reviews—Digital Collection*.

Anderson, J. (2025, February). "Prompt Engineering for Generative AI: Future-Proof Inputs for Reliable AI Outputs." *IEEE ProComm Book Reviews—Digital Collection*.

Anderson, J. (2024, August). "Same as Ever: A Guide to What Never Changes." *Technical Communication: Journal for the Society for Technical Communication*. Volume 71, Number 3.

Anderson, J. (2023, November). "Immersive Content and Usability." *Technical Communication: Journal for the Society for Technical Communication*. Volume 70, Number 4.

Anderson, J. (2023, August). "Decoding the Metaverse: Expand Your Business Using Web3." *Technical Communication: Journal for the Society for Technical Communication*. Volume 70, Number 3.

Anderson, J. (2023, August). "Designing Multilingual Experiences in Technical Communication." *Technical Communication: Journal for the Society for Technical Communication*. Volume 70, Number 3.

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.

Book Reviews (continued)

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

Selected Writing

Anderson, J. (2025). "Roadshow Slop." *GLEANING*. Issue 04. Winter 2025/Spring 2026. Pages 24-27.

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.

PROFESSIONAL ACTIVITIES

Aug 2023—Apr 2024 **Lead Organizer**, World IA Day 2024 Toronto, Toronto, Canada

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

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

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

PROFESSIONAL MEMBERSHIPS

May 2026—Present ACM SIGDOC Structured Authoring Committee

Jan 2021—Feb 2025 Society for Technical Communication

Feb 2021—Oct 2021 OASIS DITA Adoption Technical Committee

Dec 2017—Sep 2019 Information Architecture Institute

CERTIFICATIONS

Sep 2026	Answer Engine Optimization (AEO) Fundamentals by HubSpot Academy
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

Working proficiency in Japanese

PROJECTS

XML Foundry (<https://xmlfoundry.dev>)

Learning and sandbox tool for XPath and other XML languages

ADMINISTRATIVE EXPERIENCE

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