

## KYLA MCCALLUM

Vancouver, BC

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## EDUCATION

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### Master of Library and Information Studies (MLIS)

University of British Columbia (UBC), Completed 06/2025, GPA: 4.0

### B.A. in New Media and Digital Design, Information Concentration

Fordham University, Completed 05/2023, Summa Cum Laude

**Research Data Management** [On-demand course], National Library of Medicine, Issued April 2025

**SEO Foundations**, LinkedIn Learning Certificate, Issued June 2024

## WORK EXPERIENCE

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### Research Assistant

School of Information, University of British Columbia; 04/2025 – 05/2025 (Part-Time)

- Developed auto-graded assignments and interactive exercises for large-enrollment courses using the PrairieLearn platform, incorporating varied question types (matching, multiple choice, checkbox, drag-and-drop) with tailored feedback via HTML to enhance learner engagement.
- Authored clear, accessible documentation on developing auto-graded assignments and co-facilitated a [workshop](#) during UBC Celebrate Learning Week to introduce and demo PrairieLearn for instructors.
- Designed and implemented custom grading logic for a free-response design thinking exercise using regex-based coding, ensuring accurate and scalable assessment of student submissions.
- Managed course content files through GitHub and Visual Studio Code, conducting rigorous testing and deploying updates within a local Docker environment to maintain system stability and reliability.

### Teaching Assistant

School of Information, University of British Columbia; 09/2024 – 04/2025 (Part-Time)

- Guided students on database design principles—including entity-relationship diagrams, business rules, and SQL queries—through dedicated office hours and in-class support, enhancing learners' technical skills.
- Developed detailed grading rubrics to ensure consistent and fair assessment, provided comprehensive written feedback, and efficiently imported final grades into the Canvas LMS by leveraging Microsoft Excel functions (pivot tables and XLOOKUP) to merge data from multiple workbooks.

### Student Librarian

David Lam Management Research Library, University of British Columbia; 09/2024 – 04/2025 (Part-Time)

- Provided real-time research support, conducting on-the-spot database searches to address complex business inquiries during student consultations; demonstrated expertise in navigating complex databases—such as ViviData, Mergent Online, Pitchbook, SimplyAnalytics, IBISWorld—and adapted support based on learners' information literacy levels.
- Created and maintained [digital learning objects](#) such as a visually engaging WordPress guide on effective scholarly reading strategies, as well as customized Springshare LibGuides to support MBA students working with corporate clients.
- Facilitated workshops on business research strategies, search principles, and APA citation practices, including an instructional session delivered to AskAway service providers in January 2025 to enhance their subject-specific skills.
- Collaborated with business faculty to curate relevant library resources for course projects and syllabi.

### Small Business Accelerator, Student Librarian

Irving K. Barber Learning Centre, University of British Columbia; 05/2024 – 08/2024 (Part-Time)

- Delivered expert chat reference as an AskAway service provider.
- Conducted in-depth market research for four distinct industries, developing and publishing research guides using the Drupal content management system (CMS).
- Synthesized complex research findings into accessible summaries, authoring five original [blog posts](#) that identified key industry challenges and emerging trends for a broad audience.
- Performed keyword research using Moz, evaluating search metrics such as monthly volume and difficulty, and visualized findings in Tableau to inform content strategy and user engagement.

**Student Librarian**

University Canada West; 05/2024 – 08/2024 (Part-Time)

- Delivered expert chat reference as an AskAway service provider.
- Wrote and designed a [library guide](#) on 2SLGBTQIA+ resources for UCW students using the MySIS platform, incorporating custom HTML and CSS to enhance accessibility, navigation, and overall user experience.
- Facilitated two virtual workshops on research strategies, using active learning and formative assessment to guide students in keyword development, source evaluation, and APA citation practices.
- Answered reference questions in-person at the reference desk, introducing students to relevant databases and crafting effective search strategies tailored to their assignments.
- Maintained and circulated print materials using the Evergreen integrated library system (ILS).

**Content Writer**

Green College, University of British Columbia; 09/2023 – 04/2024 (Part-Time)

- Conducted faculty interviews by designing thoughtful, open-ended questions and published responses as engaging essays and detailed transcripts on the Drupal CMS to foster academic dialogue.
- Authored compelling [summaries](#) and in-depth analyses of scholarly events for the blog, promoting intellectual exchange and increasing website traffic.
- Adapted and redesigned the UBC Editorial Style Guide for Green College, writing and visually formatting the guide to ensure consistent and clear external communications.

**Graphic Design Intern**

Orion Magazine; 01/2023 – 05/2023 (Part-Time)

- Created 6 original [editorial illustrations](#) in Adobe Photoshop to accompany a recurring monthly column, ensuring visual consistency and alignment with editorial guidelines.
- Conducted a digital interview with fantasy author T. Kingfisher and produced a custom illustration to enhance the article's visual engagement and storytelling impact.
- Designed approximately 25 digital assets using Adobe Illustrator and Photoshop and developed reusable InDesign templates to streamline content production and maintain branding consistency.

**Communications Intern**

Holland Museum; 05/2022 – 08/2022 (Part-Time)

- Authored and designed a persuasive print pamphlet on planned giving using Adobe InDesign, aligning messaging with donor engagement goals and increasing awareness of legacy giving opportunities.
- Filmed and edited multimedia content for social media platforms, leading to a 22% growth in Facebook followers and a 914% increase in Instagram reach within four weeks.
- Curated and prepared a weekly e-newsletter using Mailchimp, selecting relevant and timely content to support stakeholder communication and enhance community visibility.

**Design Intern**

Gay Men's Health Center (GMHC); 02/2022 – 05/2022 (Part-Time)

- Created an instructional video for staff on using the open-source data visualization tool RawGraphs, editing screen capture and audio in Adobe Premiere Pro to produce a clear, accessible training resource.
- Reviewed and copyedited website content for consistency in format, tone, and design.
- Produced a one-page internal report on client demographics, producing clear data visualizations with RawGraphs and formatting the final asset in Adobe InDesign to support data-driven communication among stakeholders.
- Conducted first-click and think-aloud usability interviews with 10 participants, gathering actionable feedback that informed improvements to the online appointment booking process.
- Developed a responsive line graph (total clients by month and year) with pandas and matplotlib Python libraries, contributing to the organization's data analytics dashboard.

## SERVICE

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### Olympics Creator & Organizer

Green College, University of British Columbia; 05/2024 – 08/2024 and 05/2025 – Present

- Planned, designed, and managed a four-month summer “Olympics” wellness program, overseeing all phases from initial concept through successful execution and expansion—from 25 participants across two teams (2024) to 30 participants across three teams (2025).
- Developed a digital system for point tracking, starting with a public-facing Notion site (2024) and advancing to a complex Airtable relational database with integrated submission forms and automated scoring (2025), ensuring accurate real-time data management and participant transparency.
- Directed all program logistics and communications, including creating promotional materials, establishing team guidelines, managing randomized team assignments, and coordinating regular team captain check-ins to maintain engagement and address challenges proactively.

### Residents’ Council Co-Chair

Green College, University of British Columbia; 05/2024 – 05/2025

- Supervised approximately 15 student volunteers representing Resident Committees, managing a \$7,000 budget via Microsoft Teams to ensure transparent and accountable fund allocation.
- Guided volunteers in navigating and utilizing the institutional SharePoint knowledge management system, providing training and ongoing support on content organization and platform use.
- Ensured volunteer activities aligned with Green College’s values, adhered to deadlines, and followed appropriate communication protocols to maintain consistency and professionalism.
- Acted as a liaison between student volunteers and the Green College Office, facilitating clear communication, addressing concerns, and mediating conflicts to foster a collaborative environment.

## PROJECTS

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### A Comparative Content Analysis of Nation Branding Accounts on Instagram

[Course – 6 Credits] Master’s Thesis, University of British Columbia; 09/2024 – 06/2025

Supervisor: Heather O’Brien, University of British Columbia

- Conducted a comprehensive literature review on user engagement, interactivity, and persuasion theories, focusing on nationalism and nation branding.
- Utilized Python and the VADER Sentiment Analysis tool to generate sentiment data for Instagram captions and visualized the results using the matplotlib library.
- Performed thematic analysis on Instagram captions to identify patterns in messaging, exploring how language shapes national identity and influences perceptions of citizenship and belonging.
- Assessed interactivity differences across nation branding accounts using SPSS.

### Video Tutorial: [LibraryH3lp Chat Widgets](#)

[Course – 3 Credits] Instructional Role of the Librarian, University of British Columbia; 10/2024 – 12/2024

- Collaborated in a team of five to produce a video tutorial introducing AskAway service providers to the LibraryH3lp platform, supporting peer training and service quality.
- Recorded and edited the final video in iMovie using a team-developed script, integrating transition slides and visual cues to guide viewers through the software’s features.
- Edited the group reflection document, clearly articulating the challenges of applying Universal Design for Learning (UDL) principles in a brief instructional video and outlining accessibility-focused solutions—such as enlarging the cursor, simplifying visuals, and maintaining concise duration.

## SKILLS

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### Research & Data Analysis

- Quantitative Tools: Python (pandas, matplotlib, VADER), SPSS, Tableau, OpenRefine
- Qualitative Tools: NVivo, Qualtrics
- Citation Management: Zotero, Mendeley, EndNote

**Content Development & Digital Communication**

- Design & Multimedia: Adobe Creative Suite (Premiere Pro, Audition, Illustrator, Photoshop, InDesign), Audacity
- Web & Accessibility: HTML/CSS, WordPress, Drupal, Bootstrap, WCAG 2.1 compliance

**Project & Workflow Management**

- Microsoft Office 365 (Word, Excel, PowerPoint, Outlook), Airtable, Asana

**Knowledge & Information Management**

- SharePoint, SQLite, MARC, RDA

**PRESENTATIONS**

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McCallum, K. (2025, June). *A Comparative Content Analysis of United States and Canadian Nation Branding on Instagram*. International Communication Association (ICA) Conference, Denver, CO. [Conference acceptance rate: 32%]

Salehian Kia, F. & McCallum, K. (2025, May). *Expanding Possibilities with PrairieLearn: Designing Interactive Assessments Across Disciplines*. Celebrate Learning Week, University of British Columbia, Vancouver, BC.

McCallum, K. (2025, April). *Ambition and its Public Reception: A Social Media Analysis of Chalamet's SAG Speech*. Resident Member' Series, Green College, University of British Columbia, Vancouver, BC.

McCallum, K. (2025, April). *Navigating Statistical and Ethical Challenges in Social Media Research*. Doctoral Student Association's "Threads" Speaker Series, School of Information, University of British Columbia, Vancouver, BC.

McCallum, K. (2025, March). *Framing the Nation: How Countries Craft Identity Through Instagram*. iSchool Research Day, University of British Columbia, Vancouver, BC.

McCallum, K. (2024, October). *Exploration of Canadian and United States Nation Branding Through Instagram*. Social Informatics Workshop at the Association for Information Science & Technology Annual Meeting, Calgary, AB.

McCallum, K. (2023, November). *RawGraphs: Creating and Formatting Data Visualizations*. Keeping it ReAL Conference, Remote.

**PUBLICATIONS**

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McCallum, K. (2025, April). [Review of the book *Constitutionalizing Social Media*, edited by E. Celeste, A. Heldt, and C. I. Keller]. *The Canadian Law Library Review*, 50(1), 18-19.

McCallum, K. (2024, December). [Review of the book *Out of Darkness*, by D. Chong]. *The Canadian Law Library Review*, 49(3), 22-23.

**AWARDS**

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Gordon New Memorial Prize, School of Information, University of British Columbia, 2025 [Graduating Award]

Eunice Beeson Memorial Professional Development Fund, Canadian Association of Law Libraries (CALL/ACBD), 2025

Webster Fellow, Green College, University of British Columbia, 2024

Dean's Scholarship, Fordham University, 2021 - 2023

Campion Summer Scholarship, Fordham University, 2022