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## **PERSONAL PROFILE**

Ryan J. A. Murphy is a twenty-something recent graduate of Memorial University obsessed with the intersection of technology, psychology, design, and the application of those disciplines to education and learning. He works in leadership development, youth engagement, design, and communications. On the side, he does graphic design and illustration, he writes, and he makes bad music. Examples of this design, writing, music, and other projects can be found on his personal website, [nervouslightning.com](http://nervouslightning.com).

## **EDUCATION**

Master of Design (Candidate)	Strategic Foresight & Innovation OCAD University (2017)
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Bachelor of Science (Honours)	Psychology & Computer Science (Software Engineering) Memorial University of Newfoundland (2015)
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## **FINAL PROJECTS/PAPERS**

### HONOURS THESIS: FACILITATING CITIZEN SCIENCE THROUGH GAMIFICATION

My honours thesis explored whether gamification (the use of game mechanics in non-game contexts) might facilitate participation in an online citizen science project (nlnature.com). I was lucky to work with the five professors listed below in the theoretical development of this project. I was responsible for the design of the study (with a lot of feedback, of course) and the implementation of gamification features in the NL Nature artifact.

This work is co-supervised by Dr. Jeff Parsons (MUN School of Business) and Dr. Anne Storey (MUN Department of Psychology) with help from Dr. Yolanda Wiersma (MUN Department of Biology), Dr. Roman Lukyanenko (Florida International University Department of Decision Sciences & Information Systems), and Dr. Paul Ralph (University of Auckland Department of Computer Science).



### COUNCIL: AN ONLINE MODEL UN DEBATE APP

In the capstone MUN Computer Science course, teams of students compete to build the best software solution for a real-world client. My team's solution, Council, won the competition. I led our design and documentation efforts, using human-centred design techniques to unite the team while developing a holistic product from the start.

## **OTHER**

### GOOGLE CERTIFICATE IN ADVANCED POWER SEARCHING

I completed an online Advanced Power Searching course ran by Google's Search Research Scientist, Dan Russell, in 2013. Its students learned to use all of Google's resources and tools while also teaching advanced techniques key to a successful research process. This may sound silly, but it was incredibly practical: if it exists on the public internet, I can find it.

## **WORK EXPERIENCE**

### MUNSU EXECUTIVE DIRECTOR OF EXTERNAL AFFAIRS, COMMUNICATIONS & RESEARCH (2014-2015)

The MUN Students' Union (MUNSU) is a \$3 million organization uniting all 13,000+ undergraduate students at Memorial. It is led by a 42-person elected Board of Directors who oversee 11 full-time staff and over 100 student staff. MUNSU operates five major services, including an 800 person-capacity bar and a copy centre/post office/convenience store. It is the provincially legislated representative body of students at Memorial and has representative seats on every decision making committee within the University.

In my third and final executive role at the Students' Union, I focused on several distinct but equally significant areas:

- I revolutionized MUNSU's communications infrastructure, implementing digital tools that enabled the executive team and the Board to be more organized and better connected while also making us more transparent and accessible to our membership. In concrete terms, this meant a complete overhaul of MUNSU's website (which hadn't been updated in eight years), the launch of a new blog plus the creation of a regular print and digital newsletter, and the development of a new partnership with administration to co-support a mobile app for student life at Memorial, among other initiatives.
- I led a review of our policies manual, redesigning our policy and bylaw documents to be more organized and readable.
- I championed a new structure for the Board's standing committees enabling greater committee engagement amongst Board members and helping us organize and schedule the standing committees to be more accessible to the membership.
- I worked with the Elections Committee to review the Elections Procedures & Policies for the first time since 2008. We also expanded MUNSU's election promotion efforts, in particular developing a partnership with university administration that ensures we reached every student with notice of the election.
- I was the Staff Relations Officer, directly responsible for managing MUNSU's 11 full-time staff unionized under CUPE local 4554. This involved dealing with many staff issues throughout the year.
- Additional responsibilities included chairing the Executive Committee, media relations and spokesperson duties, numerous committee responsibilities (see GOVERNANCE), and more.



## MUN LEADERSHIP PROGRAMS — STUDENT PROGRAMS DESIGNER & DEVELOPER (2012-2015)

I began work with MUN Leadership Programs in 2012 after the then-Director of Student Success Programs accepted my proposal to create a new extracurricular leadership development program. I've since worked with the department on a contractual basis to design and support a variety of new programs I helped to create:

- **IMPACT Social Innovation & Leadership Certificate:**

The IMPACT program is designed to support the development of students who are interested in taking action on global social justice issues. The program teaches everything from communications skills to design and systems thinking over ten three-hour sessions, and includes an experiential short-form design/change lab that gives students a facilitated opportunity to practice the skills they learn on a real-world issue. It completed its third iteration in December 2014. To date, almost 100 students (from first-year undeclared undergraduates to senior Ph. D. candidates) have received the certificate.
- **Momentum:**

The fulcrum of Momentum is the leadership-learning community at Memorial. Momentum consists of one-off workshops set in a series, where self-nominated students involved in leadership at Memorial present on topics that relate to leadership development. Leadership Programs' staff act as meta-facilitators, helping students to effectively design interactive and engaging workshops. Momentum has found success in three ways. First, students develop their own expertise in their subject area while also practicing their research, presentation, and pedagogical abilities. Second, Leadership Programs gets first-hand insight into students' competencies based on the topics they present on (and don't present on). Finally, these students become a resource for Leadership Programs, becoming senior facilitators who can help run other program offerings. Since the program's inception, Momentum has included presentations on topics ranging from mental health issues to public speaking to systems thinking.
- **Bootstraps:**

Designed to foster intrapreneurship at Memorial, the Bootstraps program is part-job creation, part-problem solver. Students apply to the program by describing a problem, suggesting a solution, and discussing how they might implement that solution and how they would know if they were successful. Successful applicants are given 40-hour positions within which they can design and implement their solutions. In its pilot year, Bootstrapping students created satellite Academic Advising offices, researched the "leadership pipeline" of Memorial's undergraduates, created new leadership programs themselves, and more.
- **Platinum level of the Volunteer Incentive Program:**

Until 2012, the Student Volunteer Bureau's (SVB) Volunteer Incentive Program (VIP) had bronze, silver, and gold levels during which students completed increasing numbers of volunteer hours and facilitated reflection experiences during sequential semesters. Often, however, students completed the program in their second or third year, creating an opportunity for intense leadership development in these senior students. This inspired the Platinum Volunteer Incentive Program in which students who have completed Bronze, Silver, and Gold design and facilitate reflective experiences for junior students participating in the lower levels of the VIP.



### MUNSU EXECUTIVE DIRECTOR OF CAMPAIGNS (2011-2012)

I was elected as Executive Director of Campaigns in the MUNSU by-election of 2011. During my eight-month tenure I fought to place an increased emphasis on the importance of the campaigns work of the Union. This led to a doubling of the Campaigns budget and a number of victories for the Students' Union that year.

- In partnership with MUNSU's seven Resource Centres, MUNSU launched a new campaign aiming to help the Memorial community recognize and halt the use of oppressive language. Unlearn Week featured a number of events, panels and presentations open to the public and still other events focused on giving a safe space to marginalized populations. Simultaneously, I designed a poster series that was distributed throughout campus, challenging and addressing common problematic phrases.
- I created and launched the MUNSU Impact Award, a grant for student groups effecting positive social change. The award is unlike other funds available at Memorial: instead of funding an event that has yet to happen, it rewards student groups up to \$1,000 for using design and systems thinking in the planning of an initiative. The intent of this design is to financially incentivize groups to undertake outcome-oriented planning and systems mapping in their social change work.
- I also organized Sustainability Days (a week of events focused on sustainability and environmental issues), fought against rising student parking prices, helped nursing students campaign for the installation of a water fountain and wifi access in a separate campus, and completed a number of other administrative and governance duties.

### FREELANCE GRAPHIC DESIGN (2012-PRESENT)

Since 2011 I have found great joy in producing print and digital art and design work for a small number of clients. My most prominent work involved designing the brand and centerpiece banners of the second World Small-Scale Fisheries Conference in Madrid, Spain. I am a self-taught designer and illustrator proficient with the tools of Adobe's Creative Suite, including its audio and video tools.

### COORDINATOR - EVERYTHING SCIENCE, MUN FACULTY OF SCIENCE NEW STUDENT ORIENTATION (2011, 2012)

I was hired and then re-hired by the MUN Faculty of Science to design and run the Faculty's first ever new student orientation program. I liaised with nine different Faculty departments and undergraduate student societies to organize the 200-person event.

### MUNSU EXECUTIVE DIRECTOR OF STUDENT LIFE (2010-2011)

Fun fact: I won the election for MUNSU's Executive Director of Student Life with just a single vote out of over 2,000 cast.

- I was called the "most successful programmer in MUNSU's history" by the student media (a gross overestimation, but an excellent compliment nonetheless). I organized four completely sold out concerts with major Canadian Artists (the Arkells, Two Hours Traffic, The Joel Plaskett Emergency, Hey Rosetta!, and Matt Mays) in MUNSU's 800-person capacity bar, The Breezeway.
- I expanded MUNSU's orientation events into a month of activities called Welcome Weeks (a brand still used five years later) from a cross-provincial park capture the flag game to a Global Citizens' Forum featuring Stephen Lewis.
- I organized the annual Winter Carnival, adding several events to the annual week-long residence life celebration and launching it with a two-kilometre torch relay.



- I was responsible for the administration of MUNSU’s 200+ clubs and societies, including organizing Clubs & Societies Training each term and overseeing the disbursement of over \$20,000 in funding to those societies.

## **VOLUNTEER SERVICE**

### DIRECTOR, RADHOC YOUTH LEADERSHIP — 2009-PRESENT (6 YEARS)

I have arguably learned as much from Radhoc Youth Leadership (a startup by-youth for-youth nonprofit based at Memorial University; see [www.radhoc.ca](http://www.radhoc.ca)) as I have from my undergraduate degree. Radhoc’s Champions—the participants that attend its annual conferences—have gone on to create their own nonprofits (see [www.codenl.ca](http://www.codenl.ca)), unite high school social justice groups in cross-city fundraising efforts and beyond.

- In my first years as a Director, I championed a rebranding process for Radhoc (which was once an acronym) that incidentally failed to rebrand the organization but resulted in a complete overhaul in the philosophy and process behind the organization’s work.
- I led an effort that obtained a \$10,000 grant to support Radhoc’s operations from the NL Grants to Youth Organizations program in 2013.
- I have led the design and organization of seven provincial conferences and dozens of workshops for high-school aged youth, developing an acclaimed approach to youth engagement and social justice education unique to Radhoc that has worked with thousands of youth from across the province.
- I returned to my goal of rebranding the organization in 2010, resulting in a slight name change (from “RADHOC”, an acronym, to simply “Radhoc”) and a total aesthetic over-haul, creating the logo and materials the organization currently uses.

### MUNSU BOARD POSITIONS — 2009-2010, 2012-2013, 2013-2014 (3 YEARS)

I have been repeatedly re-elected to the MUNSU Board of Directors throughout my undergraduate degree.

- As a Director-at-Large from 2010 to 2011, I worked closely with Memorial’s social justice groups, helping to unite them for collaborative projects such as the Fair Trade Campus Coalition, Radhoc’s conferences, and Students for Sustainability.
- In my year as a Part-Time Representative (2012-2013) I successfully fought against the recognition of fraternities and sororities on campus and contributed my graphic design skills to a number of MUNSU’s events and programs.
- I worked with my fellow Science Representatives and the then-Executive to defeat the implementation of an ancillary fee for Science students in 2013. I also played a prominent role on the working group of the 2013-2014 Bylaw Review, making significant changes to MUNSU’s Bylaws for the first time in seven years.

### CONTENT TEAM, EWB 2014 NATIONAL CONFERENCE — 2013-2014 (1 YEAR)

I designed several blocks of content for the 1000+ delegates attending EWB’s 2014 National Conference while also supporting the work of other members of the content team and the team leader. In particular, I led twelve facilitators to run twelve Introduction workshops simultaneously, helping to frame the Conference’s content while kick-starting the delegates’ networking during the conference. I also played an influential role in mapping out the Conference’s theme (Rethink) into practical content streams



### COLUMNIST, THE MUSE (2013-2014) (1 YEAR)

I authored a bi-weekly column from 2013-2014 for the campus newspaper titled Zero Degrees. Zero Degrees discussed self-directed learning and personal development at Memorial, especially focusing on extracurricular work, volunteering, and self-reflection with an emphasis on practical, pragmatic, and realistic lessons to take away from those experiences.

### DIRECTOR OF STRATEGY & INSIGHT, YOUTH VENTURE — 2012 (1 YEAR)

The Youth Venture was a startup within EWB Canada that sought to develop nation-wide innovations in youth engagement and leadership development. My role with the Venture was to provide direct supports to the leader of the Venture and the research team in exploring Canadian education systems.

## **OTHER VOLUNTEER ROLES & RESPONSIBILITIES:**

- Organizing committee, Science Atlantic Psychology Conference — 2014-2015 (6 months)
- Vice President, Computer Science Society — 2013-2014 (1 year)
- Organizing committee, Startup Weekend — 2012-2015 (3 years)
- Logistics Manager, Engineers Without Borders 10th Anniversary National Conference — 2011
- General Member, Rotaract St. John's — 2010 (1 year)
- President, Engineers Without Borders MUN Chapter — 2010 (1 year)
- Coordinating team, Fair Trade Campus Coalition — 2010-2012 (2 years)
- Students for Sustainability organizing committee member — 2009-2010 (1 year)
- Organizer, Let's Rock Poverty (EWB-MUN) — 2009 (1 year)

## **HONOURS & AWARDS**

- President's Entrance Scholarship — OCAD University Strategic Foresight & Innovation Program Class of 2017 (2015)
- David Kirkland Student Leadership Award (2014)
- Canadian Association of College & University Student Services (CACUSS) National Student Leadership Award (2013)
- Recipient of the 2013 Communications, Energy & Paperworkers Union of Canada National Scholarship (2013)
- Bronze, Silver, and Gold level achieved in the same semester for the MUN Student Volunteer Bureau's Volunteer Incentive Program (2012)

## **CONFERENCES**

### PRESENTING CONFERENCES

- Engineers Without Borders Canada National Conference (2014)
- CACUSS (2014)
- Radhoc Youth Leadership Conference (2009-2014)
- Memorial Student Leadership Conference (2014)
- 11th International Workshop on Higher Education Reform (2014)
- TEDxStJohns (2013)
- Engineers Without Borders Canada National Conference (2013)
- CACUSS (2013)
- Memorial Student Leadership Conference (2013, 2014, 2015)
- At the EDGE: Creating Direction for Peace and Justice (2013)





## CONFERENCES ATTENDED

- NL Volunteer & Non-Profit Secretariat Provincial Community Priorities Summit (2010, 2014)
- Engineers Without Borders National Conference (2011, 2012)
- Canadian Federation of Students National Annual General Meeting (2010, 2014)
- Canadian Federation of Students — Newfoundland & Labrador SKILLS Symposium (2011, 2012, 2014)

## **GOVERNANCE EXPERIENCE**

### MUNSU:

- Hiring Committee
- Student Life Committee (Chair: 2011-2012)
- Advocacy Committee
- Membership Engagement Committee (Chair: 2014-2015)
- Campaigns Committee (Chair: 2012-2013)
- Finance & Services Committee
- Residence Society Presidents Committee (Chair: 2011-2012)
- Students for Sustainability Coordinating Committee
- Bylaw Review Working Group (2013-2014)

### MEMORIAL UNIVERSITY OF NEWFOUNDLAND:

- Enrolment Planning & Oversight Committee (2014-2015)
- MUN Orientation Advisory Group (2011, 2012, 2014, 2015)
- Public Engagement Expert Working Group (2013-2015)
- Senate (2011-2012, 2012-2013, 2014-2015)
- Senate Committee on Academic Appeals (2014-2015)
- Senate Committee on Elections and Committees (2012-2015)
- Senate Committee on Honorary Degrees and Ceremonial Awards (2014-2015)
- Senate Committee on Scholarships, Bursaries and Awards (2014-2015)
- Senate Committee on Tuition Refunds & Appeals (2014-2015)
- Student Innovation Fund Committee (2014-2015)
- Task Force on Undergraduate Entrance & Continuing Scholarships (2014-2015)
- Teaching & Learning Framework Advisory Committee (2012-2014)
- Faculty of Science Committee on Undergraduate Studies (2013-2014)
- Battery Facility Advisory Working Group (2014)
- Faculty of Science Committee on Undergraduate Studies (2013-2014)
- my.mun.ca Portal Subcommittee (2010-2013)
- Senate Committee on the President's Award for Outstanding Teaching (Faculty) (2012)
- Senate Committee on the University Timetable (2010-2011)
- Other:
- United Way NL Youth Initiative Fund (2012-2013)
- The Muse Board of Directors (2014-2015)
- Campus Childcare Inc. Board of Directors (2014-2015)