

Joe J. Márquez, MLIS

<http://www.linkedin.com/in/joejmarquez> | jmarquez@reed.edu

EDUCATION

- Master of Business Administration (MBA)** 2014
Portland State University, Portland, OR
- Master in Library and Information Science (MLIS)** 2005
University of Washington, Seattle, WA
- Certificate, Ethnographic & Documentary Film Production** 1997
Anthropology Film Center, Santa Fe, NM
- B.A., Anthropology** 1993
University of Colorado, Boulder, CO

RESEARCH PROJECTS AND INTERESTS

- Reed College Special Collections & Archives** 12/2016 – 6/2017
LUX project to evaluate and assess current Reed College Special Collections & Archives workflows, space and resource usage, collections inventory, and future needs.
- Reed College CLASS Project** 8/2016 – Present
The CLASS project is multi-department project to assess how students use and experience various academic support services on the Reed College campus. Our goal is to understand student resource usage over the period of an academic year for the purpose of better understanding how and when students access academic support services. The project employs a mobile ethnography methodology that will put the participant at the center of the services being offered. By having the participant document their engagement with College services, the team gains insight into how campus services are used and perceived by current students. Collaborating across departments to investigate student life and resource usage over a year will provide a more holistic picture of student needs and expectations. The resulting data will help us better align Reed's academic services with student needs, the curriculum, and one another.
- Reed College Library Usability Study** 3/2014 – 6/2016
In Spring 2014, the Reed College Library User Experience Group (LUX) began a comprehensive evaluation of how library services and spaces are used by students. The project is being carried out through the use of a variety of methodologies under the service design umbrella, a holistic, co-creative, and user-centered approach to understanding customer behavior for the creation or refining of services. Service design was used for this project due to the scope and the need for flexibility when assessing space usage as well as service delivery.

EXPERIENCE

- Instructor** 1/2017 – Present
American Libraries Association
- Getting Started with Library Service Design eCourse* [[Link](#)] Taught: 1/2017, 6/2017, 11/2017
- Consultant** 1/2016 – Present
Work with regional libraries on service design-related projects, workshops, and training sessions.
- Instructor** 9/2015 – 10/2016
Library Juice Academy

Service Design: Towards a Holistic Assessment of Library Services [Link] Taught: 9/2015, 4/2016, 10/2016, 5/2017, 9/2017

Working with Library Service Design Tools [Link] Taught: 10/2017

Adjunct Faculty 10/2014 - 6/2015
Portland State University, Portland, OR

Taught: *BA 301 - Research & Analysis of Business Problems* (Fall 2014, Spring 2015)

Web Services Librarian 6/2012 - Present
Reed College, Portland, OR

Web Services/Electronic Resources Librarian 6/2009 - 5/2012
Sonoma State University Library, Rohnert Park, CA

Information Specialist 8/2006 - 5/2009
City Clerk's Office, City of Seattle, Seattle, WA

Taxonomist 1/2006 - 8/2006
Ascentium, Bellevue, WA

User Experience/Information Architect 6/2005 - 12/2005,
10/2004 - 12/2004
Premera Blue Cross, Mountlake Terrace, WA

Assistant Reference/Web Services Librarian 3/2005 - 6/2005
University of Washington, Tacoma Library, Tacoma, WA

SCHOLARSHIP AND PROFESSIONAL DEVELOPMENT

Books

Marquez, Joe J., and Annie Downey. 2017. *Step-by-Step Service Design*. ALA Publishers.

Marquez, Joe J., and Annie Downey. 2016. *Library Service Design: A LITA Guide to Holistic Assessment, Insight, and Improvement*. Lanham: Rowman & Littlefield Publishers.

Articles & Reviews

Marquez, Joe J., ed. 2017. "UX in Oregon Libraries." *OLA Quarterly* 22 (3): 1-37.
<http://dx.doi.org/10.7710/1093-7374.22.03>.

Marquez, J.J., 2016. "Suma." Review. *Public Services Quarterly* 12 (1): 36-46.
[doi:10.1080/15228959.2015.1128373](https://doi.org/10.1080/15228959.2015.1128373).

Marquez, J., & Downey, A. (2015). Service Design: Toward a Holistic Assessment of the Library. In *PnLA Quarterly* (Vol. 80, pp. 37-47). Spokane, WA. Retrieved from
http://www.pnla.org/assets/Quarterly/marquezdowney_pnla2015.pdf

Marquez, J.J., Downey, A., & Clement, R. (2015). Walking a Mile in the User's Shoes: Customer Journey Mapping as a Method to Understanding the User Experience. *Internet Reference Services Quarterly*, 20(3-4), 135-150. <http://doi.org/10.1080/10875301.2015.1107000>

Marquez, J., & Downey, A. (2015). Service Design: An Introduction to a Holistic Assessment Methodology of Library Services. *Weave: Journal of Library User Experience*, 1(2).

<http://doi.org/10.3998/weave.12535642.0001.201>

Robison, Rick, Wenzler, John, & Marquez, Joe J. (2015). The Academic Library and Campus IT: A Strategic Approach to Library IT Management. *Computers in Libraries*, 35(2), 10–15.

Marquez, J. J. (2012). Extending the Library's Web Presence: Building an Online Timeline Using MIT's SIMILE Exhibit. *Journal of Library Innovation*, 3(2), 63–79.

Marquez, J. J. (2011b). When the (Web)master becomes the student Usability testing in the classroom. *College & Research Libraries News*, 72(10), 600–601.

Marquez, J. J. (2011a). Marketing in the Library and Beyond. In *PNLA Annual Conference 2011* (Vol. 76). Pacific Northwest Libraries. Retrieved from <http://sonoma-dspace.calstate.edu/handle/10211.1/888>

Invited Presentations

“The Intentional Library: creating a better user experience with service design and design thinking” Invited Panel Discussion. ALA Annual 2017. June 24, 2017

“Assessing the Library with Service Design” Invited Speaker. New England ASIST. Jan 12, 2017

“Assessing the Library with Service Design” Invited Speaker. Central Michigan University Library. 11/17/2016

Wilson High School Library Multicultural Literacy. Invited Speaker. 11/7/2016

“Assessing the Library with Service Design” Invited Speaker. Oregon Health Sciences University Library. 10/24/2016

“Assessing the Library with Service Design” Invited Speaker. Oregon State University Library. 10/21/2016

“Assessing the Library with Service Design” Invited Speaker. ALA Rowman–Littlefield Webinar. Oct. 20, 2016 [\[link\]](#)

“Understanding Understanding: Implementing Design–Focused Service Initiatives at Your Library” Invited Speaker. The Digital Shift. 10/19/2016 [\[link\]](#)

“Library Service Design with Joe Marquez,” Podcast. LibUX. 8/22/2016 <http://libux.co/library-service-design-joe-marquez/>

“Everything is a Service: New Perspectives on Assessing the Library Using Service Design” Keynote Address. Michigan Academic Libraries 2016. May 20, 2016 [\[link\]](#)

“Service Design: Towards a Holistic Assessment of the Library Experience” Invited Presentation. NISO Virtual Conference: Interacting with Content: Improving the User Experience 2015. 10/28/2015 [\[link\]](#)

“Hacking Discovery for Better UX,” Workshop. Internet Librarian 2015. Monterey, CA, 10/25/2015 [\[link\]](#)

“Service Design: A Toolkit for Assessment, Insight, and Improvement (ALA Editions Workshop),” Webinar. 7/30/2015 [\[link\]](#)

“Intro to Design Thinking & Service Design,” Guest Lecture, Portland State University MGMT

410/510, Developing Creativity and Innovation in Business, 7/9/2015

“Intro to Design Thinking & Service Design,” Guest Lecture, Portland State University MGMT 410/510, Developing Creativity and Innovation in Business, 7/10/2014

“Introduction to Ethnographic Film,” Guest Lecture, Sonoma State University ANTH 342, Organization of Societies, 3/1/2010

Peer-reviewed Presentations

“A Year in the Life: Student use of academic support across multiple departments,” Panel Discussion. Oregon Library Association Conference 2017. April 2017.

“Where do we Stand? Evaluating Library Services with Service Design Heuristics,” Presentation. Oregon Library Association Conference 2017. April 2017.

“What Do They Know? The ILL Usability Project at Reed College” NWILL 2016. Sept. 9, 2016

“Wayfinding: A Tale of Two Libraries and their Methods for Understanding Library Navigation” Panel Discussion. Oregon Library Association Conference 2016. April 21, 2016. [[link](#)]

“Understanding Understanding: Implementing Design-Focused Service Initiatives at Your Library” Panel Presentation. Designing for Digital 2016. April 6, 2016. [[link](#)]

“Service Design for Better UX,” Presentation. Internet Librarian 2015. Monterey, CA, 10/26/2015 [[link](#)]

“Service Design: Towards a Holistic Assessment of the Library,” Presentation. Pacific Northwest Library Association Conference 2015, Vancouver, WA, 8/6/2015

“Asana: a cloud-based solution to playing ‘telephone’,” Lightning talk, Online Northwest, Corvallis, OR. 2/13/15

“UX and Usability with Primo,” Panel discussion, Primo Hackfest 2015, Portland, OR, 1/13/2015

“Service Design: Assessing the Library’s Physical Services and Touchpoints,” Presentation, Library User Experience and Assessment Un-Conference, Orbis Cascade Alliance, Portland, OR, 4/4/2014

“Marketing in the library and beyond,” Presentation, Pacific Northwest Library Association Conference 2011, Spokane, WA, 8/5/2011

“User-Centered Design,” Panel discussion, Internet Librarian 2010, Monterey, CA, 10/26/2010

“Using the Library Staff and Statistics to Create a Dynamic Twitter Program,” Discussion session, CARL Conference 2010, Sacramento, CA, 4/10/2010

Other Presentations

“Primo, User, & You,” Panel discussion, Orbis Cascade Alliance, Portland, OR, 7/8/2014

“Discussion on the documentary *Salesman*,” Talks on Texts, 2, Sonoma State University Library, 10/13/2010

“Career Resources in the Library and Beyond,” Presentation, Sonoma Valley Computer Users Group, 11/14/2009

Conference Committees

Program Planning Committee, Designing for Digital 2017, Austin, TX

Program Planning Committee, Designing for Digital 2016, Austin, TX

Awards & Honors

Future of Libraries Fellowship 2017, ALA's Center for the Future of Libraries [\[link\]](#)

Research, Scholarly and Creative Activities mini-grant (RSCAP) recipient 2010-2011, received to create online Sonoma County Timeline

Applause Award 2010, CANDEL program coordination

COMMITTEES AND SERVICE TO THE INSTITUTION

Reed College, Library & Systemwide

Member, January Academy, 9/2015 - Present

Chair, Library Usability Group, 9/2013 - Present

Member, Primo Usability Group, Orbis Cascade Alliance, 9/2013 - 5/2014

Member, Take Your Child To Work Day Planning Committee, 2013-2014

Sonoma State University, Library, & Systemwide

Chair, Library Faculty Committee, University Library, 3/2011 - 5/2012

Member, Online Library Instruction Committee, University Library, 9/2009 - 5/2012

Chair, Web Team, University Library, 8/2009 - 5/2012

Member, Collection Development Committee, University Library, 6/2009 - 5/2012

Chair, Library Public Services Coordinator Search Committee, 2/2011 - 5/2011

Member, Library Instruction Coordinator Search Committee, 10/2010 - 2/2011

Member, Library Temporary Pool Search Committee, 10/2010 - 12/2010

Member, Library Ten Year Anniversary Planning Committee, 10/2009

Member, University Web Advisory Committee, 10/2011 - 5/2012

Grill Assistant, assisted Freshmen Year Experience (FYE) faculty in serving 200 FYE students, 8/2011, 8/2012

Member, Dispute Resolutions Board (formerly Fairness Board), 4/2010 - 5/2012

Member, Educational Policies Committee, 8/2010 - 5/2012

General Marshall, SSU Commencement, 2010 - 2012

PUBLIC SERVICE AND SERVICE TO THE COMMUNITY

Sonoma Film Institute, website management (www.sonoma.edu/sfi) 9/2009 - 5/2012

Panelist, Information Services Panel, University of Washington, Information School 10/2008

Web Design Instructor, Mathematics, Engineering, and Science Achievement (Washington MESA) 9/2008 - 4/2009

PROFESSIONAL AFFILIATIONS & CERTIFICATIONS

American Libraries Association

2015 - Present

Washington State Professional Librarian's Certificate (#4886)

2005