

Omar Sosa Tzec

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EDUCATION

- Present* **Indiana University** – Bloomington, Indiana, USA
Ph.D. Candidate in Informatics (track: Human-Computer Interaction Design)
Minor: Visual Rhetoric and Information Design
Dissertation title: “*Interaction delight: a rhetorical approach to the analysis of delight in interactive artifacts*”
Advisor and chair: Prof. Erik Stolterman
Expected graduation date: Summer 2017
- December, 2006* **Universidad de las Américas Puebla (UDLAP)** – San Andrés Cholula, Puebla, México
M.A. in Information Design
Thesis title: “*Graphical user interface design for an instant messages client in mobile devices*”
Advisor and Chair: Prof. Samuel Cortina Arteaga
- August, 2004* **Centro de Investigación en Matemáticas (CIMAT)** – Guanajuato, Guanajuato, México
M.S. in Computer Science (Industrial Mathematics and Computing)
Thesis title: “*Image processing based on a system of creation and death of particles*”
Advisor and Chair: Prof. Mariano Rivera Meraz
- September, 2002* **Universidad Autónoma de Yucatán (UADY)** – Mérida, Yucatán, México
B.S. in Computer Science
Thesis title: “*SymWeb: simulation of mathematical models on the Web*”
Advisor and Chair: Prof. Luis Vargas Villamil

PROFESSIONAL AND TEACHING EXPERIENCE

• TEACHING AT INDIANA UNIVERSITY

- Present* **Teaching Assistant** (Associate Instructor)
INFO-I 694: **Capstone Project/Thesis: Human-Computer Interaction**
- Fall 2015, Spring 2016, and Fall 2016* **Instructor of Record** (Associate Instructor)
INFO-I 300: **Human-Computer Interaction/Interaction Design**
INFO-I 400: Special Topics in Informatics: **Visual Design for User Experience**
- Spring 2015* **Teaching Assistant** (Associate Instructor)
INFO-I 300: **Human-Computer Interaction/Interaction Design**
- Fall 2012 to Fall 2014* **Research Assistant**
NSF Funded Project on **UX Design Methods and Practice**
In this project, I explored the role of narratives and diagrams in UX design pedagogy and practice, investigated about the development of competence in UX, and explored the applicability of rhetoric to HCI.

• TEACHING AT UNIVERSIDAD IBEROAMERICANA PUEBLA (IBERO PUEBLA)

- Fall 2006 to Spring 2012* **Lecturer**
Undergraduate courses – B.A. in Interaction Design and Animation:
- Introduction to Computational Paradigm – Introduction to programming for designers
 - Communication and New Technologies – Foundations of interaction and interface design

- Schematics – Foundations of information design and visualization
- Hypermedia Design – Foundations of information architecture
- Human-Computer Interaction

Graduate courses – Graduate Diploma in Digital Design:

- Graduate Studio I, II, and III – interaction and interface design, corporate identity design, editorial design, and web design.

Service to this university:

- I served as member of the technical council. I participated in the curriculum design for both undergraduate program in interaction design and the graduate specialization in digital design.

• TEACHING AT UNIVERSIDAD DE LAS AMERICAS PUEBLA (UDLAP)

Fall 2006 to **Lecturer**

Spring 2012 *Undergraduate courses – B.A. in Information Design:*

- Electronic Image – Introduction to graphic design software (Illustrator, Photoshop, and InDesign)
- Design for the Web – Interface foundations, HTML and CSS
- Information Architecture

Service to this university:

- I served as advisor and second reader for undergraduate and Masters thesis projects.

Fall 2007 **Teaching Assistant**

Graduate course on Human-Computer Interaction

March 2007 to **Coordinator of Communication and Public Relations**

August 2012 *Position focused on instruction and communication and web design. Appointment in the department of innovation and information services of the UDLAP libraries.*

2006 to 2012 **Freelance designer: Tzek Design – Puebla, Puebla, México**

- HTML/CSS composer – image to web mockup
- Corporate identity designer

GRANTS AND AWARDS

Fall 2014, Fall 2016 **Diversity Department Travel Grant** – School of Informatics and Computing, Indiana University

Fall 2010 **Teaching Award** – Universidad Iberoamericana Puebla (Ibero Puebla)

Spring 2007 **Cum Laude** – Universidad de las Américas Puebla (UDLAP)

Summer 2005 **Dean's List** – Universidad de las Américas Puebla (UDLAP)

2004 to 2006 **Postgraduate Scholarship** – Universidad de las Américas Puebla (UDLAP)

2002 to 2004 **Postgraduate Scholarship** – Consejo Nacional de Ciencia y Tecnología (CONACyT)

PUBLICATIONS

• WORK IN PROGRESS

Sosa-Tzec, O. *Interaction Delight: A Rhetorical Approach to the Analysis of the Delight in Interactive Artifacts* (Doctoral Dissertation).

Sosa-Tzec, O., Stolterman, E., & Su, N. *Metaphor's Friend List: An Inspection of Rhetorical Figures in the Facebook App* (conference paper).

Sosa-Tzecz, O., & Stolterman, E. *From Horseback Riding to Changing the World: UX Competence as a Journey* (conference paper).

Sosa-Tzecz, O. *Towards Pentadic Interaction Criticism* (conference papers).

• **PEER REVIEWED CONFERENCE PAPERS**

Sosa-Tzecz, O., Stolterman, E., & Siegel, M.A. (2015). Gaza Everywhere: exploring the applicability of a rhetorical lens in HCI. In *Proceedings of Critical Alternatives 2015, The 5th Decennial Aarhus Conference*. ACM. Aarhus, Denmark.

Sosa-Tzecz, O., Siegel, M.A., & Brown, P. (2015). Exploration of Rhetorical Appeals, Operations and Figures in UI/ UX Design. In *Proceedings of LearnxDesign 2015, The 3d International Conference for Design Education Researchers*. DRS//Cumulus//Design-Ed. Chicago, IL.

Sosa-Tzecz, O., & Siegel, M.A. (2014). Rhetorical Evaluation of User Interfaces. In *Proceedings of NordiCHI '14, the 8th Nordic Conference in Human-Computer Interaction*. ACM. Helsinki, Finland.

Nematzadeh, A., & **Sosa-Tzecz, O.** (2014). Experience Design Framework for securing Large Scale Information and Communication Systems. In *Proceedings of DRS 2014, the Design Research Society Conference*. DRS. Umeå, Sweden.

Sosa-Tzecz, O., Beck, J.E., & Siegel, M.A. (2013). Building the Narrative Cloud: Reflection and Distributed Cognition in a Design Studio Classroom. In *Proceedings of the DRS//Cumulus 2013 Conference*. DRS//Cumulus. Oslo, Norway.

Sosa-Tzecz, O., & Arrieta, A. (2010). Information Architecture and Design of a website for a Learning Resources Center (in Spanish). In *Proceedings of the MexIHC 2010, the 3d Mexican Conference on Human-Computer Interaction*. ACM SIGCHI México. San Luis Potosí, SLP, México.

Sosa-Tzecz, O., Cortina, A., & Holguín, R. (2009). Designing a User Interface based on the Calm Technology Paradigm and Schematic Visualization and its Evaluation from a Communicability and Rhetorical Perspective. In *Proceedings of 4th Information Design International Conference*. Sociedade Brasileira de Design da Informação. Rio de Janeiro, RJ, Brazil.

• **POSITION PAPERS, WORKSHOP TALKS, AND POSTERS**

Overton, K., **Sosa-Tzecz, O.,** Smith, N., Blevis, E., Odom, W., Hauser, S., & Wakkary, R. (2016). *Visual Literacy in HCI* (accepted paper but event cancelled). CHI '16: ACM Conference on Human Factors in Computing. ACM. San Jose, CA.

Sosa-Tzecz, O. (2015). *Towards a Pentadic Interaction Criticism*. Workshop "Criticism for Computational Alternatives." Critical Alternatives 2015, the 5th Decennial Aarhus Conference. Aarhus, Denmark.

Sosa-Tzecz, O. (2014). *The Visual Rhetoric of Slow Change Interaction Design*. Position paper for workshop on Slow Change Interaction Design. DRS 2014: Design Research Society Conference. Umeå, Sweden.

Sosa-Tzecz, O., Cortina, S., & Holguín, R. (2007). *Information Design Process and Methods for an IM Client from the perspective of Calm Technology*. CLIHC 2007: Workshop on Perspectives, Challenges and Opportunities for Human-Computer Interaction in Latin America. Interact 2007. Rio de Janeiro, Brazil.

• BOOK CHAPTER

Sosa-Tzec, O., & Siegel, M.A. (2014). Visual Design for HCI (in Spanish). In Muñoz Arteaga, J., González Calleros, J.M., & Sánchez Huitrón, A. (Eds.) *La Interacción Humano-Computadora en México*. Pearson. México.

DOCTORAL COLLOQUIUM PRESENTATION

Sosa-Tzec, O. (2015). *Rhetoric and HCI*. Persuasive Technology '15: 10th Conference on Persuasive Technology. Chicago, IL.

INVITED TALKS

Spring 2016 "Sometimes a sign, sometimes a figure"
Graphic Design Club at Indiana University

Fall 2016 and "A quick guide to sketchnoting"

Spring and Summer 2015 Guest lecturer in INFO-I 300: Human Computer Interaction/Interaction Design

Fall 2015 "Visual Design for UI/UX"

Guest lecturer in INFO-I 300: Human Computer Interaction/Interaction Design

Fall 2014 "Visual Design for Presentations: A Brief Introduction"

Graduate Informatics Students Association (GISA) – Indiana University Bloomington

Fall 2014 "Visual Design, Interfaces, and Experiences: Some Thoughts"

ICT Talk Series – UDLAP – México

Fall 2014 "Principles of Visual Design for HCI" (in Spanish)

HCI Virtual Day – Corporación Universitaria para el Desarrollo de Internet (CUDI) – México

Spring 2014 "Creativity is a myth" (in Spanish)

Guest speaker – Transformación Creativa – México

Fall 2013 "Interaction Design and Sustainability" (in Spanish)

Keynote speaker – 5th International Seminar on Sustainable Design Research – Universidad Autónoma de Tamaulipas – México

Spring 2012 "(Tamales of) chile, mole, and pasilla: issues of design thinking and execution" (in Spanish)

National Conference of Industrial Technology, CONATI 2012 – Universidad Tecnológica Metropolitana – México

Fall 2010 "Design concepts and tools for interactive systems" (in Spanish)

3rd Mexican Workshop on HCI – Universidad Politécnica – México

April 2010 "On design thinking and sighs: an introduction to innovation through design and ideation" (in Spanish)

5th Business Contact: Evolution of Business (talk series) – Universidad Modelo – México

Fall 2009 "Information architecture and its relation to strategic design" (in Spanish)

Art & Design Week (talk series) – UNARTE Universidad del Arte – México

SERVICE

Fall 2016 Invitation to sketchnote the conference session

"Construyendo Puentes/Building Bridges:

Communicating Environmental Justice and Latin@ Community Engagement"

2016 National Communication Association Conference– Philadelphia, PA

Online press coverage: <https://goo.gl/39lJGI>

- 2010 to 2016 Reviewer for ACM SIGCHI conferences:
 - CHI: Conference on Human Factors in Computing
 - DIS: Design of Interactive Systems
 - CLIHC: Latin American Conference on Human-Computer Interaction
 - MexIHC: Mexican Conference on Human-Computer Interaction
- 2011 and 2015 CLIHC committee member
- 2007 to 2012 Technical committee member (curriculum advisor) for the B.A. in Interaction Design and Animation – Universidad Iberoamericana (Ibero) Puebla
 - 2010 MexIHC organizing committee member
 - 2008 Organizing committee member of Amigos 2008 (Association of Mexican Institutions for Library Cooperation)
 - 2002 Organizing committee member of the Mexican Conference on Artificial Intelligence
- 2000 and 2001 Organizing committee member of the UADY Conference on Computer Science

LEADERSHIP AND COMMUNITY INVOLVEMENT

- Fall 2015 to present **Regular attendant** – Global Talks (LGBTQA graduate student support group)
- Fall 2014 to Fall 2015 **Communicator Officer** – Graduate Informatics Students Association (GISA) – Indiana University Bloomington (USA)
 - 2001 **President** – ACM Student Chapter – UADY (México)
 - 2000 **Secretary** – ACM Student Chapter – UADY (México)

STUDENT MENTORSHIP AND ADVISING

- 2015 to 2016 Mentorship to undergraduate students in Informatics – Indiana University (USA) (graduate program applications, internship projects, and recommendation letters)
- 2010
 - **Advisor** – Roberto Razo Rodríguez – M.A. in Information Design – UDLAP (Mexico)
Thesis title: *“Information and Interaction Design of Pedagogical Material for a CPR course at UDLAP”*
 - **Advisor** – José Iván Lagunas Velasco – B.A. in Information Design – UDLAP (Mexico)
Thesis title: *“Designing a GUI for a Collaborative iPhone App”*
- 2010
 - 2nd **reader** – Hugo Ernesto López Menéndez – B.A. in Information Design – UDLAP
 - 2nd **reader** – María Esperanza Dávila Coronado – M.A. in Information Design – UDLAP
- 2009 2nd **reader** – Marcela Alcántara Infante – B.A. in Information Design – UDLAP
- 2008 2nd **reader** – Carlos del Salto Carrera – B.A. in Information Design – UDLAP
- 2005 2nd **reader** – Paulina Loyo Mendoza – B.A. in Information Design – UDLAP

LANGUAGES

- Spanish: fluent (native speaker)
- English: fluent (writing, speaking, and listening)
- Portuguese: basic (reading, listening)

COMPUTER SKILLS

- HTML & CSS: advanced
- Illustrator: advanced

- Photoshop: advanced
- C++: advanced
- Keynote: advanced
- InDesign: advanced
- Pop: intermediate
- InVision: intermediate
- Balsamiq: intermediate
- D3: intermediate
- Processing: beginner
- PHP: beginner
- XD: beginner

DESIGN SKILLS

- Web Design
- Corporate Identity Design
- Information Visualization
- Infographics
- Illustration
- Sketchnoting
- Lettering & Calligraphy
- Editorial Design

AVOCATIONS

- Lettering & Calligraphy
- Sketching & Drawing
- Mobile Photography
- Cooking & Baking