

Omar Sosa-Tzec

Assistant Professor

University of Michigan

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EDUCATION

- August 2017* **Indiana University** – Bloomington, Indiana, USA
Ph.D. in Informatics, Human-Computer Interaction Design
Minor: Visual Rhetoric and Information Design
Dissertation: “*Delightful Interactive Systems: A Rhetorical Examination*” – <http://hdl.handle.net/2022/21644>
Chair: Prof. Erik Stolterman
- October 2007* **Universidad de las Américas Puebla (UDLAP)** – San Andrés Cholula, Puebla, México
M.A. in Information Design
Thesis: “*Graphical user interface design for an instant messages client in mobile devices*”
Advisor and Chair: Prof. Samuel Cortina Arteaga
- March 2006* **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
- October 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
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PROFESSIONAL AND TEACHING EXPERIENCE

- 2017 to present* **Assistant Professor, University of Michigan**
Penny W. Stamps School of Art and Design
ARTDES-115: **Studio 2D**
ARTDES-130: **Methods of Inquiry**
ARTDES-333: **Information Design**
- Fall 2015,* **Instructor of Record** (name of official position: Associate Instructor), **Indiana University**
- Spring 2016,* INFO-I 300: **Human-Computer Interaction/Interaction Design**
- Summer 2016* INFO-I 400: Special Topics in Informatics: **Visual Design for User Experience**
- Fall 2016, and*
- Summer 2017*

Spring 2015 and Spring 2017 **Teaching Assistant** (name of official position: Associate Instructor), **Indiana University**
INFO-I 300: **Human-Computer Interaction/Interaction Design**
INFO-I 694: **Thesis/Capstone Project in Human-Computer Interaction**

Fall 2012 to **Research Assistant, Indiana University**

Fall 2014 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.

March 2007 to **Coordinator of Communication and Public Relations, Universidad de las Américas Puebla**

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

Summer 2006 to **Lecturer, Universidad Iberoamericana Campus Puebla**

Spring 2012 *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.

Fall 2006 to **Lecturer, Universidad de las Américas Puebla**

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 graduate thesis projects.

Fall 2007 **Teaching Assistant, Universidad de las Américas Puebla**

Graduate course on Human-Computer Interaction

2006 to 2012 **Freelance Designer**

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

PEER REVIEWED CONFERENCE PAPERS

Sosa-Tzec, 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-Tzec, 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-Tzec, 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-Tzec, 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-Tzec, 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-Tzec, 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-Tzec, 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.

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.

POSITION PAPERS, WORKSHOP TALKS, AND POSTERS

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

Sosa-Tzec, 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-Tzec, 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.

DOCTORAL COLLOQUIUM PRESENTATION

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

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)
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INVITED TALKS

- Winter 2017 *“Rhetoric of human-computer interaction: an interpretative approach”* (in Spanish)
Heuristic: Automation Knowledge Work – Mérida, Yucatán, México
- 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>
- Spring 2016 *“Sometimes a sign, sometimes a figure”*
Graphic Design Club at Indiana University
- Fall 2016 and
Spring and Summer 2015 *“A quick guide to sketchnoting”*
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
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PROFESSIONAL SERVICE

- 2018 Organizing committee member of Decipher 2018, Design Conference
Reviewer for the DRS Conference 2018
- 2017 to present Committee member of the PhD program development – Stamps School of Art and Design
Committee member of the international experience program – Stamps School of A & D
- 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
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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
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LANGUAGES

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

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