Omar Sosa-Tzec

Assistant Professor of Art and Design, and Information

University of Michigan
Penny W. Stamps School of Art and Design
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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"*
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"*
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"*
Chair: Prof. Luis Vargas Villamil

EMPLOYMENT

2017 to present **Assistant Professor, University of Michigan (Ann Arbor)**
Penny W. Stamps School of Art and Design

Assistant Professor, University of Michigan (Ann Arbor)
School of Information
Courtesy appointment

Spring 2015 to Summer 2017 **Associate Instructor**, **Indiana University (Bloomington)**
School of Informatics, Computing, and Engineering

Fall 2012 to **Research Assistant, Indiana University (Bloomington)**
Fall 2014 School of Informatics, Computing, and Engineering

March 2007 to **Coordinator of Communication and Public Relations, Universidad de las Américas Puebla**
August 2012 Department of Innovation and Information Services at the UDLAP Libraries Office.

Summer 2006 to **Lecturer, Universidad Iberoamericana Campus Puebla**
Spring 2012 Department of Art, Design, and Architecture

Fall 2006 to **Lecturer, Universidad de las Américas Puebla**
Spring 2012 Department of Design, School of Arts and Humanties

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

2002 to 2012 **Design Freelancer**
Corporate Identity, Graphic Design, Web Design

AWARDS, GRANTS, AND FELLOWSHIPS

2019 **Investigating Contexts of Use and Design Features of Wellbeing Technology for College Students**
PI: Omar Sosa-Tzec
Source of funding: CISE Research Initiation Initiative, National Science Foundation
Amount: $174,986.00—*In Review*

2019 **MCube: Using Visual Information and Everyday Objects to Improve Chronic Disease Management of People of Color**
PI: Omar Sosa-Tzec
Co-PIs: Shervin Assari (UM Medicine) and Rogerio Pinto (UM Social Work)
Source of funding: MCube Program, UM Office of Research
Amount: $60,000.00—*Funded*

2019 **ADVANCE: Faculty SUCEED Grants**
Source of funding: UM ADVANCE Program
Amount: $5,500.00—*Funded*

2019 **UMOR: Creative Deviations in Interaction Design**
PI: Omar Sosa-Tzec
Source of funding: Small Scale and Preliminary Projects, UM Office of Research and the Penny W. School of Art and Design
Amount: $15,000.00—*Funded*

2019 **Faculty Professional Development**
Source of funding: Stamps School of Art and Design
Amount: $2,050.00—*Funded*

2018 **ADVANCE Summer Writing Grant**
Source of funding: UM ADVANCE Program
Amount: $1,500.00—*Funded*

Michigan Road Scholars Program
2018 Source of funding: UM Government Relations Office
Payment in kind

2018 **Delightful Mobile User Experiences: Developing a Conceptual Framework focused on Static and Dynamic Visual Information Elements of the User Experience**
PI: Omar Sosa-Tzec
Source of funding: CISE Research Initiation Initiative, National Science Foundation
Amount: $174,995.00—*not funded*

RESEARCH

CONFERENCE PROCEEDINGS (PEER REVIEWED)

Sosa-Tzec, O. (October, 2019). Design tensions: Interaction Criticism on Instagram's Mobile Interface. ACM SIGDOC Conference 2019. ACM. Portland, OR

Beck, J., **Sosa-Tzec, O.,** and Carroll, J. (October, 2019). Communicating Design-Related Intellectual Influence: Towards Visual References. ACM SIGDOC Conference 2019. ACM. Portland, OR.

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., 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.

CONFERENCE PUBLICATION (JURIED)

Sosa-Tzec, O., Tharp, S., & Tharp, B. (September, 2019). Discursive Design and the Question of Impact: Perspective, Pedagogy, Practice. In *Proceedings of Decipher 2018, The 3rd Design Educators Community Research Conference.* Michigan Publishing. Ann Arbor, MI.

POSTERS OR WORK-IN-PROGRESS (PEER REVIEWED)

Sosa-Tzec, O. (2018). User Experience Delight from the Designer's Perspective. In *Advances of Human-Computer Interaction in Mexico.* Mexican Association of Human-Computer Interaction. Mexico. https://bit.ly/2VCUER1

Sosa-Jimenez, E., Lopez-Martinez, J., Chi-Perez, V., and **Sosa-Tzec, O.** (2018). Diseño de una aplicación móvil con realidad aumentada para coadyuvar en el proceso de aprendizaje matemático. In *Advances of Human-Computer Interaction in Mexico.* Mexican Association of Human-Computer Interaction. Mexico. https://bit.ly/2JnFR6a

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. https://bit.ly/30hcdok

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.

CONFERENCE PRESENTATIONS (PEER REVIEWED)

Sosa-Tzec, O. (February, 2020) Teaching Design, Information, and Interaction: Reflections, Foundations, and Competences. 108th CAA Annual Conference. CAA. Chicago, IL

Sosa-Tzec, O. (October, 2019). Creative Data and Information Visualization: Reflections on Two Pedagogical Approaches. ACM SIGDOC Conference 2019. ACM. Portland, OR

CONFERENCE PRESENTATIONS, TALKS, PANELS, AND TUTORIALS (INVITED)

Sosa-Tzec, O. (April, 2019). *Delightful Interactions: User Interfaces from a Semiotic-Rhetorical Perspective* (in Spanish). Contraste Colectivo: 3rd International Conference on Graphic Design. Autonomous University of Tamaulipas. Tampico, Tamaulipas, Mexico. https://bit.ly/2LJ0OdW

McCloud, S., Fishman, B., Gloeckner, P., Gross, M., and **Sosa-Tzec, O.** (November, 2018). *Teaching Visual Communication Today.* University of Michigan. Ann Arbor, MI.

Sosa-Tzec, O. (2018). *Can We Use Rhetoric to Talk about Delight?* Michigan Interactive & Social Computing Group. University of Michigan. Ann Arbor, MI.

Sosa-Tzec, O. (2017). *Human-Computer Interaction Rhetoric: An Interpretative Approach to Interactive Systems*. Heuristics Innovation Center. Merida, Yucatan, Mexico.

Sosa-Tzec, O. (2016). *Sometimes a Sign, Sometimes a Figure*. Graphic Designer's Club. Indiana University. Bloomington, IN. https://bit.ly/2w1nCLb

Sosa-Tzec, O. (2016). *Creativity is a Myth* (in Spanish). Transformacion Creativa. Merida, Yucatan, Mexico. https://bit.ly/2HDZHqH

Sosa-Tzec, O. (2013). *Interaction Design and Sustainability* (in Spanish). 5th International Seminar on Sustainable Design Research. Autonomous University of Tamaulipas. Tampico, Tamaulipas, Mexico. https://bit.ly/2EbZTw7

Sosa-Tzec, O. (April, 2012). *Of Chili, Mole, and Sugar: On Design Thinking and Execution.* CONATI 2012, National Conference on Industrial Technology. Technological University of Merida. Merida, Yucatan, Mexico. https://bit.ly/2QaDq7G

Sosa-Tzec, O. (November, 2010). *Design Concepts and Tools for Interactive Systems* (in Spanish). Tutorial at MexIHC '10, the 3rd Mexican Conference on Human-Computer Interaction. Polytechnic University of San Luis Potosi. San Luis Potosi, San Luis Potosi, Mexico. https://bit.ly/2WJuwk3

Sosa-Tzec, O. (April, 2010). *On Design Thinking and a Couple of Sighs* (in Spanish). Workshop at Contacto Empresarial No. 5. Model University. Merida, Yucatan, Mexico. https://bit.ly/2w0xBA0

Sosa-Tzec, O. (October, 2009). *Information Architecture within Strategic Design* (in Spanish). Art and Design Week 2009. Unarte University of Art. Puebla, Puebla, Mexico. https://bit.ly/2V0H0KF

WORKSHOP PRESENTATIONS

Sosa-Tzec, O. (2018). *On constructive and critical design.* Workshop "Let's Get Divorced: Constructing Knowledge Outcomes for Critical Design and Constructive Design Research." DIS 2018, the ACM Conference on Designing Interactive Systems. Hong Kong.

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.

TEACHING ASSIGNMENTS

UNIVERSITY OF MICHIGAN, PENNY W. STAMPS SCHOOL OF ART AND DESIGN

Fall 2019 ARTDES-115: Studio 2D
ARTDES-211: Sign and Symbol
ARTDES-662.3: MDes Advising

Winter 2019 ARTDES-130: Methods of Inquiry
ARTDES-662.2: MDes Advising

Fall 2018 ARTDES-333: Information Design
ARTDES-211: Sign and Symbol
ARTDES-662.1: MDes Advising

Winter 2018 ARTDES-130: Methods of Inquiry

Fall 2017 ARTDES-115: Studio 2D
ARTDES-333: Information Design

INDIANA UNIVERSITY BLOOMINGTON, SCHOOL OF INFORMATICS, COMPUTING, AND ENGINEERING

Summer 2017 INFO I-400: Special Topics in Informatics (Visual Design for User Experience)

Spring 2017 INFO-I 694: Thesis/Capstone Project in Human-Computer Interaction

Fall 2016 INFO I-300: Human-Computer Interaction/Interaction Design

Summer 2016 INFO I-400: Special Topics in Informatics (Visual Design for User Experience)

Spring 2016 INFO I-300: Human-Computer Interaction/Interaction Design

Fall 2015 INFO I-300: Human-Computer Interaction/Interaction Design

Summer 2015 INFO I-400: Special Topics in Informatics (Visual Design for User Experience)

UNIVERSIDAD IBEROAMERICANA CAMPUS PUEBLA, DEPARTMENT OF ART, DESIGN, AND ARCHITECTURE

2006 to 2012 Digital Design Graduate Studio I

2006 to 2012 Digital Design Graduate Studio II

2006 to 2012 Digital Design Graduate Studio III

2009, 2010 Human-Computer Interaction

2008, 2010 Hypermedia Design (Information Architecture)

2007, 2009 Schematics (Information Design)

2006 Communication and New Technologies (Introduction to Interface and User-Centered Design)

2006 Introduction to the Computational Paradigm (Introduction to Programming with Processing)

UNIVERSIDAD DE LAS AMERICAS PUEBLA, SCHOOL OF ARTS AND HUMANITIES

2006 Electronic Image (Introduction to Graphic Design Software)

2008 Information Architecture

2008 to 2010 Web Design

2010 Human-Computer Interaction (graduate T.A.)

ADVISING

Primary Advisor Ashley Moon—Class 2020, MDes in Integrative Design, UMich
Roberto Razo Rodriguez—Class 2010, MDes in Information Design, UDLAP
Jose Ivan Lagunas Velasco—Class 2010, BFA in Information Design, UDLAP

Secondary Advisor Prachi Banaghe—Class 2019, MDes in Integrative Design, UMich
Bruna Oewel—Class 2019, MDes in Integrative Design, UMich
Maria Esperanza Davila Coronado—Class 2010, MDes in Information Design, UDLAP
Marcela Alcantara Infante & Farah Rescalvo Sanchez—Class 2009, BFA in Information Design, UDLAP
Carlos del Salto Carrera—Class 2008, BFA in Information Design, UDLAP
Paulina Loyo Mendoza—Class 2005, BFA in Information Design, UDLAP

Academic Mentor Christine Montalbo—BFA in Art and Design, UMich
Morgan Salvano—BFA in Art and Design, UMich
Bella Kim—BFA in Art and Design, UMich

SERVICE

AT THE PENNY W. SCHOOL OF ART AND DESIGN

Fall 2017 to Present Member of the International Experience Committee

Fall 2018 to Present Member of the Graduate Program Committee

2018 Member of the Doctoral Program Planning Committee

2017, 2018 Member of the Organizing Committee for D++, the Design Salon of the Stamps School of Art and Design

CONFERENCES

2019 Reviewer for the pictorial track of the ACM Creativity and Cognition Conference.

2019 Associate Chair for the ACM Designing Interactive Systems Conference.

2016, 2018 Reviewer for the ACM Designing Interactive Systems Conference.

2018-2019 Co-chair of the Decipher, the 2018 AIGA Design Educators Community Research Conference. https://bit.ly/30maUEw

2018-2019 Program Chair of MexIHC 2018, the 7th Mexican Conference on Human-Computer Interaction by ACM SIGCHI Mexico and the Mexican Association of Human-Computer Interaction. https://bit.ly/2Q8uxvo

2018 Reviewer for the 2018 DRS Design Research Conference

2018 Reviewer for CHI 2018, the ACM Conference on Human Factors in Computer Systems

2008 Member of the Organizing Committee of Amigos 2008, the Network of Mexican Institutions for Librarian Cooperation Conference.

2008, 2010 Identity and Web Designer for MexIHC, the Mexican Conference on Human-Computer Interaction by ACM SIGCHI Mexico and the Mexican Association of Human-Computer Interaction

2002 Identity Designer for the 2002 Mexican Conference on Artificial Intelligence. Mexico.

2000, 2001 Member of the Organizing Committee, Identity Designer, and Web Designer of C3, the Computer Science Conference of the Autonomous University of Yucatan. Mexico.

CURRICULAR DEVELOPMENT AND OTHER ACADEMIC SERVICE

2019 Mentor for the MaPPS of the Spectrum Center, University of Michigan.

2009 Redesign of the Institutional Seal (Coat of Arms) of the Universidad de las Americas Puebla.

2006-2010 Member of the Technical Council for the BFA in Interaction Design and Digital Animation. Universidad Iberoamericana Puebla. In this role, I contributed to define the curriculum for this program, not only as member of this council, but also as the first instructor of several courses for the very first cohort of this program.

2008 First instructor of the Information Architecture course of the BFA in Information Design program at the Universidad de las Americas Puebla, helping to define the content and direction of this course.

PROFESIONAL MEMBERSHIPS AND ASSOCIATIONS

2018 – Present	ACM SIGCHI
2018-Present	ACM SIGDOC
2018	College Art Association
2018 – Present	Affiliate Faculty Member of the Digital Studies Institute of the University of Michigan