

Omar Sosa-Tzec

Assistant Professor of Art and Design, and Information

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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

TEACHING AND PROFESSIONAL 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-211: Sign and Symbol
ARTDES-333: Information Design
ARTDES-130: Methods of Inquiry
ARTDES-662: MDes Advising
- Assistant Professor, University of Michigan**
School of Information
Courtesy appointment

- Fall 2015 to Summer 2017 **Instructor of Record** (name of official position: Associate Instructor), **Indiana University**
 INFO-I 300: Human-Computer Interaction/Interaction Design
 INFO-I 400: Special Topics in Informatics: Visual Design for User Experience
- 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 Fall 2014 **Research Assistant, Indiana University**
 NSF Funded Project on UX Design Methods and Practice
- March 2007 to August 2012 **Coordinator of Communication and Public Relations, Universidad de las Américas Puebla**
 Department of Innovation and Information Services at the UDLAP libraries.
- Summer 2006 to Spring 2012 **Lecturer, Universidad Iberoamericana Campus Puebla**
 Several undergraduate courses – B.A. in Interaction Design and Animation.
 Several graduate courses – Graduate Diploma in Digital Design.
- Fall 2006 to Spring 2012 **Lecturer, Universidad de las Américas Puebla**
 Undergraduate courses – B.A. in Information Design.
- Fall 2007 **Teaching Assistant, Universidad de las Américas Puebla**
 IS-538: Human-Computer Interaction
- 2006 to 2012 **Design Freelance**
 Web design, corporate identity, graphic design

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. (2018). *User experience delight from the designer's perspective*. Position paper and poster. MexIHC 2018, the 7th Mexican Conference on Human-Computer Interaction. Merida, Mexico.

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.

INVITED TALKS

Spring 2018 “Can we use rhetoric to talk about delight?”
School of Information, University of Michigan. USA.

Winter 2017 “Rhetoric of human-computer interaction: an interpretive approach”
Heuristic Center: Automation Knowledge Work. Mexico.

- Fall 2016* Sketchnote taker for “Construyendo Puentes/Building Bridges: Communicating Environmental Justice and Latin@ Community Engagement.”
2016 National Communication Association Conference. USA.
- Spring 2016* “Sometimes a sign, sometimes a figure”
Indiana University Graphic Design Club. USA.
- Fall 2014* “Visual Design, Interfaces, and Experiences: Some Thoughts”
Talk Series on Information and Communication Technologies 2014. Mexico.
- Fall 2013* “Interaction Design and Sustainability”
5th International Seminar on Sustainable Design Research. Mexico.
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SERVICE TO THE UNIVERSITY AND ACADEMIC COMMUNITY

- 2018*
- Conference Co-chair of Decipher 2018, the AIGA Design Educators Research Conference
 - Program Committee Chair of MexIHC 2018, the 7th Mexican Conference on Human-Computer Interaction
 - Member of the graduate programs committee at Stamps School of Art and Design
 - Member of the international experience program at Stamps School of Art and Design
 - Member of the PhD development program at Stamps School of Art and Design
 - Reviewer for DRS 2018, the Design Research Society Conference
 - Reviewer for DIS, the ACM Conference on Designing Interactive Systems
 - Reviewer for CHI, the ACM Conference on Human Factors in Computing Systems
- 2017*
- Member of the PhD development program at Stamps School of Art and Design
- 2010 to 2016*
- Reviewer and/or member of the organizing committee for the following conferences:
 - CHI, the ACM Conference on Human Factors in Computing Systems
 - DIS, the ACM Conference on Designing Interactive Systems
 - CLIHC, the Latin American Conference on Human-Computer Interaction
 - MexIHC, the Mexican Conference on Human-Computer Interaction