

# Omar Sosa-Tzec

PhD Candidate in Informatics (Human-Computer Interaction Design)  
Dissertation topic: **Qualitative Assessment of Delightful Interactions**

## CONTACT

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## EDUCATION

- Present* **PhD Candidate in Informatics (HCI Design)**  
Indiana University Bloomington.  
*Advisor: Erik Stolterman.*
- 2004 - 2007* **MA in Information Design – Cum Laude.**  
University of the Americas Puebla, UDLAP (Mexico).
- 2002 - 2006* **MSc in Coputer Science**  
Center for Research in Mathematics, CIMAT (Mexico).
- 1996 - 2001* **BSc in Computer Science.**  
University of Yucatan, UADY (Mexico).

## RESEARCH DOMAINS

Interaction Aesthetics  
Metaphor & UI Design  
Hedonic HCI  
Information Visualization

## RESEARCH METHODS

Interviews  
Focus Groups  
Artifact Analysis  
Participant Observation  
Interaction Criticism

## WORK EXPERIENCE

- Spring 2015 to present* **Associate Instructor - Indiana University**  
*INFO 1694: Capstone Project MS in HCI (T.A.)*  
*INFO 1400: Visual Design for UX (Instructor of record)*  
*INFO-1 300: HCI/Interaction Design (Instructor of record)*
- Fall 2012 to Fall 2014* **Research Assistant - Indiana University**  
Project on UX Design Practice (NSF funded)  
Exploratory studies conducted in that position:
  - Use of narratives as a tool for interaction design pedagogy
  - Role of sketches and diagrams in the construction of knowledge and persuasion tool in UX design
  - Qualitative evaluation of a user interface based on the denotation and connotation of its composition
  - Analysis of the possibility of an interface to work argumentatively
  - Use of figures of speech for the analysis of graphical user interfaces
- 2007 - 2012* **Coordinator of Communication.**  
University of the Americas Puebla –UDLAP (Mexico).
- 2006 - 2012* **Design Lecturer.**  
University of the Americas Puebla –UDLAP (Mexico).  
University Iberoamericana Puebla –IBERO (Mexico).

## TECHNICAL SKILLS

- HTML & CSS
- Illustrator/Photoshop
- InDesign
- InVision
- Keynote
- D3
- C++
- XD
- Processing

## DESIGN SKILLS

- Web/UI/UX design
- Coporate Identity
- Information Design
- Visual Communication
- Lettering & Type Design
- Interactive DataViz

## SOFT SKILLS

Empathetic  
Imaginative  
Critical Thinker  
Team Player

## SELECTED PUBLICATIONS

- Sosa-Tzec, O., Siegel, M.A., & Brown, P. (2015).** Exploration of Rhetorical Appeals, Operations and Figures in UI/UX Design. *In Proc. 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. NordiCHI '14. ACM. Finland.
- Sosa-Tzec, O., & Siegel, M.A. (2014).** Visual Principles for HCI. In Sanchez, J.A. et al. (eds.) *Human-Computer Interaction in Mexico* (textbook in Spanish). Pearson Mexico.
- Nematzadeh, A., & Sosa-Tzec, O. (2014).** Experience Design Framework for securing Large Scale Information and Communication Systems. *DRS 2014.* Design Research Society. Sweden.