

Omar Sosa Tzec

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BACKGROUND

EDUCATION

August 2017 **Indiana University** – Bloomington, Indiana, USA

Ph.D. in Informatics, Human-Computer Interaction Design

Dissertation: “*Delightful Interactive Systems: A Rhetorical Examination*”

<http://hdl.handle.net/2022/21644>

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*”

<https://bit.ly/3eQ1bwJ>

March 2006 **Centro de Investigación en Matemáticas (CIMAT)** – Guanajuato, Guanajuato, México

M.S. in Computer Science (Industrial Mathematics and Computing)

Thesis: “*Image processing based on a system of creation and death of particles*”

<https://bit.ly/2AGNtNQ>

October 2002 **Universidad Autónoma de Yucatán (UADY)** – Mérida, Yucatán, México

B.S. in Computer Science

Thesis: “*SymWeb: simulation of mathematical models on the Web*”

PROFESSIONAL POSITIONS

Sept 2020 – Present **San Francisco State University, College of Liberal and Creative Arts**

Assistant Professor of Design Foundations

Sept 2017 – May 2020 **University of Michigan, Penny W. Stamps School of Art and Design**

Assistant Professor of Art and Design

University of Michigan, School of Information

Assistant Professor of Information – *courtesy appointment*

University of Michigan, Digital Studies Institute

Faculty Affiliate

Jan 2015 – Aug 2017 **Indiana University, Luddy School of Informatics, Computing, and Engineering**

Associate Instructor

- Aug 2012 – Dec 2014 **Indiana University, Luddy School of Informatics, Computing, and Engineering**
Research Assistant
- Mar 2007 – Aug 2012 **Universidad de las Américas Puebla, Dept. of Innovation and Information Services**
Coordinator of Communication and Public Relations
- Aug 2006 – Jun 2012 **Universidad Iberoamericana Campus Puebla, Dept. of Art, Design, and Architecture**
Lecturer – *undergraduate and graduate programs*
- Sep 2006 – Jun 2012 **Universidad de las Américas Puebla, School of Arts and Humanities, Dept. of Design**
Lecturer
- Sep 2007 – Dec 2007 **Universidad de las Américas Puebla, School of Engineering, Dept. of Computer Science**
Teacher Assistant
- 2002 – 2012 **Tzec Design**
Design Freelancer: Web, Branding, Information Design

HONORS AND AWARDS

- 2019 **Service Award Runner Up—The Design Incubation Communication Design Awards 2019**
The Design Incubation
New York, USA
<https://bit.ly/2YxwXIV>
- 2018 **Michigan Road Scholars Fellowship**
UM Government Relations Office, University of Michigan
Michigan, USA
- 2010 **Teaching Award**
Universidad Iberoamericana Campus Puebla
Puebla, Mexico
- 2007 **Cum Laude**
Universidad de las Américas Puebla,
Puebla, Mexico
- 2005 **Dean's List**
Universidad de las Américas Puebla
Puebla, Mexico
- 2004-2006 **Academic Excellence Scholarship**
Universidad de las Américas Puebla
Puebla, Mexico
- 2002-2004 **Academic Excellence Scholarship**
Consejo Nacional de Ciencia y Tecnología (CONACyT)
Mexico City, México

**TEACHING
INFORMATION**

TEACHING EXPERIENCE

SAN FRANCISCO STATE UNIVERSITY, COLLEGE OF LIBERAL & CREATIVE ARTS, SCHOOL OF DESIGN

Fall 2020 DES-323.04 & DES-323.05: Visual Literacy

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

*Winter 2020** ARTDES-130: Methods of Inquiry

(Jan – Apr) ARTDES-400: Delightful Design

Fall 2019 ARTDES-115: Studio 2D

(Sep – Dec) ARTDES-211: Sign and Symbol

ARTDES-662.003: MDes Advising

*Winter 2019** ARTDES-130: Methods of Inquiry

(Jan – Apr) ARTDES-663.005: MDes Advising

Fall 2018 ARTDES-333.001: Information Design

(Sep – Dec) ARTDES-211: Sign and Symbol

ARTDES-662.005: MDes Advising

*Winter 2018** ARTDES-130: Methods of Inquiry

(Jan – Apr)

Fall 2017 ARTDES-115: Studio 2D

(Sep – Dec) ARTDES-333: Information Design

Note for list above:

* Winter in the University of Michigan comprises January, February, March, and April: Spring term for SFSU

INDIANA UNIVERSITY, LUDDY 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)

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

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 AMÉRICAS PUEBLA, SCHOOL OF ARTS AND HUMANITIES, DEPT. OF DESIGN

- 2006 Electronic Image (Introduction to Graphic Design Software)
- 2008 Information Architecture
- 2008 to 2010 Web Design
- 2010 Human-Computer Interaction (graduate T.A.)

COURSE AND CURRICULUM DEVELOPMENT

Spring 2020 **ARTDES-400: Delightful Design – University of Michigan, Ann Arbor, USA**

Contribution: the creation of a new elective course for the BFA and BA in Art and Design. Delightful Design is an advanced studio where students critique and create bi-dimensional and three-dimensional design products whose experience of use involves surprise, engagement, liveliness, cuteness, and reassurance. These six experiential qualities constitute a conceptual framework that I explore in my research on delightful design. My objective with this course is to make research useful for the students to gain a strong foundation on delight, pleasure, and aesthetics of use. Moreover, I utilize the design critiques and projects of this course to help them notice how design products can provoke delight and how such a delight contributes to the user's good life.

For the Spring 2020 course, I defined two major projects for this advanced studio. Project one asked students to apply the framework to design a physical product. It could be interactive or not, and should support a person's well-being. However, this project involved an unexpected element: I gave the students a pebble to work as the foundation for their design. They had to ideate how to transform the pebble into such a product. They also had to apply the framework

to create a delightful packaging design. The second major project asked students to apply the framework to redesign a mobile app and make it delightful.

Fall 2018 &

Fall 2017 **ARTDES-333: Information Design – University of Michigan, Ann Arbor, USA**

Contribution: adjustment of the syllabus by redefining the course description, learning objectives, reference material, and projects for my section. Information Design focuses on the analysis, organization, contextualization, and transformation of data into understandable, usable, and persuasive visuals that reveal and enhance meaning. There was a single section of this course, which was offered during the Fall. I modified the syllabus and defined new projects that would cover different applications of information design. Some of the projects include creating printed and social media infographics based on primary and secondary research, timelines, wordless diagrams, and physical visualizations.

While some projects are traditional in information design courses, I also utilized some of these projects to explore the intersection between several design fields: information design, speculative design, critical design, design rhetoric, and art and craft. The final project for the 2017 cohort asked students to create a poster to present a speculative design: a shape-shifting, interactive artifact that also works as a physical visualization. This artifact should raise awareness about a social issue or support a person's well-being. A major project for the 2018 cohort asked students to apply craft to develop a physical visualization to be exhibited in an art gallery. Through these traditional and non-traditional projects, I sought to help students strengthen their visual thinking and creativity. Moreover, I sought to help them identify the value that a person trained in art and design can bring into data and information visualization. These are commonly approached through a rational, numerical, and computational angle.

Fall 2019 &

Fall 2018 **ARTDES-211: Sign and Symbol – University of Michigan, Ann Arbor, USA**

Contribution: adjustment of the syllabus by redefining the course description, learning objectives, reference material, and projects for my section. Sign and Symbol is an introductory course in semiotics for artists and designers that focuses on the relationship between a design's gestalt and meaning-making. I was assigned twice to the single section of this course, offered in the Fall. My objective as an instructor was to help students strengthen their visual thinking and making. The first time I taught this course, I focused on integrating art, craft, and design, seeking to show how semiotics applies in art and design practices. Inspired in the artwork of Joseph Cornell, students created symbolic representations of some aspects of their lives in shadow boxes. They also worked on a one-minute video clip for which I asked them to use their body to communicate a crucial matter without using words. This cohort ended the course working on creating visuals for an Instagram campaign whose objective was to raise awareness about a relevant situation to college life.

Based on the teaching experience and student feedback, I re-directed the Fall 2018 section towards communication design. However, I formulated the course projects in a way that allowed students to explore different media. They started by designing a pictogram of a farfetched phenomenon produced on acrylic and using a CNC router. The second project asked students to create a library of symbols that would work as the foundations for a Starbucks campaign. Students created mockups using a UV printer and a laser printer. This cohort concluded this studio by designing a series of icons that they later would use to redesign the packaging, informational brochure, or interface of an existing product to enhance the user's comprehension about its use.

Spring 2017 **INFO I-694: Graduate Thesis/Capstone Project in Human-Computer Interaction – Indiana University, USA**

Contribution: the design of a visual identity and system, poster layout, and a booklet to showcase the capstone projects of the graduate students of the MSc in Human-Computer Interaction Design. The course culminates with an exhibition of all the projects. My role as one of the associated instructors was to advise the graduate students concerning their capstone projects. Besides this role, I designed the layout of the poster for students to present their work. I designed a booklet to showcase the collection of projects created by the cohort. Students and faculty receive this booklet, which the school also uses for promotional purposes. Supplementarily, I designed a visual identity and system that links the poster and booklet and supports branding collaterals, such as banners.

Summer 2015 **INFO I-400: Visual Design for User Experience – Indiana University, USA**

Contribution: The creation of a new elective course for the BSc in Informatics. Visual Design for User Experience focuses on the principles of visual design and their application to user interfaces and user experience (UX) deliverables. In spring 2015, I proposed this course as a doctoral student working for the school as an associate instructor. I co-taught this course with another doctoral student during the summer of the same year. Subsequently, I taught this course as the only instructor of record before I graduated. The school has now considered Visual Design for User Experience as a permanent offer in the elective course catalog.

In this class, I posit visual design as a practice concerned with enhancing the UX of everyday technology, especially mobile apps. How design applies to communication with clients and stakeholders is also part of this course. In Visual Design for User Experience, students engage in theory and practice. Concerning theory, students learn about design principles (e.g., rhythm, contrast, scale) and perception laws (i.e., gestalt). The course also addresses the basics of color theory, grid, semiotics, and design rhetoric. On the practical side, students focus on designing interfaces for smart devices and other deliverables that present the primary and secondary research that informs their projects.

Fall 2015 **INFO I-300: Human-Computer Interaction Design/Interaction Design – Indiana University, USA**

Contribution: adjustment of the syllabus by redefining the course description, learning objectives, reference material, and projects for all the offered sections of this course. During the spring of 2015, I assisted the instructor of record of this required course for the Informatics major. The Luddy School of Informatics, Computing, and Engineering offered me later the opportunity to become one of the instructors of record for this course. During the summer of the same year, I worked with the instructor that I assisted during the spring and another doctoral student. They were the other instructors for this course for the following term. Together, we revised the course objective and learning outcomes to balance the foundations of Human-Computer Interaction (HCI) and formulated a design orientation, making students learn through design projects and in-class design activities. I followed this plan during the two years I taught this course before I graduated.

Fall 2006 – **Digital Design Specialization: Graduate Studio I, II, and III – Universidad Iberoamericana Puebla, Mexico**

Spring 2012 Course number: N/A. Contribution: adjustment of course content through by redefining learning objectives, reference material, and projects. The branch of the Universidad Iberoamericana, located in Puebla, Mexico, offers a graduate specialization in digital design.

From 2006 to 2012, I served as the instructor of this graduate program's general studio courses. Students carried out design projects that integrated the knowledge and skills gained from the other courses. Throughout the three levels, I worked with the students of a cohort to explore different topics and methods. Students worked in projects related to web design, information design, and branding.

BFA in Interaction Design and Animation: Courses in the Major – Universidad

Fall 2006 – **Iberoamericana Puebla, Mexico**

Spring 2012 Contribution: adjustment of course content by redefining learning objectives, reference material, and projects. In 2005, the Puebla branch of the Universidad Iberoamericana opened a new bachelor's degree in interaction design and animation. The first year of the curriculum comprises foundational courses taught to all majors from the Department of Art, Architecture, and Design. The first cohort of the new degree started taking major-related courses during the summer of 2006. I started working as a lecturer for this program the same summer. I had the great opportunity to work with the first and subsequent cohorts until 2012. I taught in several of the courses in the major: Introduction to the Computational Paradigm, Communication and New Technologies, Schematics, Hypermedia Design, and Human-Computer Interaction. In these classes, I proposed and implemented content and projects.

For **Introduction to the Computational Paradigm**, students worked with processing to learn the basics of algorithms and interactive media. **Communication and New Technologies** was a theoretical course. I transformed it into a hybrid course, addressing user-centered design foundations through lectures and design projects. For the final project, students created mockups of interactive devices using cardboard and modeling clay. **Schematics** was the course on information design. The students first created a pictogram for an unusual action or circumstance. Later, they utilized secondary research to create an infographic about a natural phenomenon or cultural matter.

Hypermedia Design was originally a class focused on learning software for web design. After discussing the need for a strong foundation regarding interaction design, my director allowed me to change this course's orientation and focus on information architecture. Through theory and practical exercises, students identified an issue that could be improved by creating a website. Later, they apply information architecture principles to define the navigation and labeling system of such a website. Students concluded the process by creating wireframes of the website's main screens. A wireframe is a low-fidelity prototype, a minimal representation of the user interface intentionally created in such a way so that a designer can evaluate the effectiveness of the architecture and usability of a website.

Human-Computer Interaction (HCI) comprised lectures and design exercises. Students reviewed user-centered design principles and the psychology of everyday design and emotional design by Donald Norman, a renowned design scholar, among other HCI and interaction design topics. Students carried out task analysis, created profiles for the archetypical user of their products (i.e., personas), used sketching as a tool to engage in speculative design, developed low-fidelity mockups, and evaluated them.

Information Architecture – Universidad de las Américas Puebla, Mexico

Course number: N/A. Contribution: integration of reference material and definition of projects to support the course objective. The Department of Design started offering this course due to a curricular review of the BFA in Information Design program. The first sections of Information Architecture opened in 2008. I taught in one of them. Students focused on web interfaces.

They use information architecture principles to create the site map, labeling system, and wireframes—non-functional prototypes with a minimal representation of the information on the user interface to facilitate its evaluation concerning navigation and content.

PARTICIPATION IN THESIS COMMITTEES

Chair Roberto Razo Rodriguez—Class 2010, MDes in Information Design, UDLAP
Jose Ivan Lagunas Velasco—Class 2010, BFA in Information Design, UDLAP

Secondary Ashley Moon—Class 2020, MDes in Integrative Design, UMich

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

PROFESSIONAL ACHIEVEMENT & GROWTH

BOOK CHAPTER IN EDITOR-REVIEWED BOOK

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.
<http://tzec.com/files/capitulo-diseno-visual-para-ux.pdf>

PUBLISHED PAPERS IN PEER-REVIEWED PROCEEDINGS

Sosa-Tzec, O. (in Press). Design Delight: An Experiential Quality Framework. In *Proc. of the 2019 Senses & Sensibility International Design Conference*.

Sosa-Tzec, O. (2019). Design tensions: Interaction Criticism on Instagram's Mobile Interface. In *Proc. of the 37th Conference on the Design of Communication, SIGDOC '19*. ACM. DOI: <https://doi.org/10.1145/3328020.3353944>

Beck, J., **Sosa-Tzec, O.**, and Carroll, J. (2019). Communicating Design-Related Intellectual Influence: Towards Visual References. In *Proc. of the 37th Conference on the Design of Communication, SIGDOC '19*. ACM.
DOI: <https://doi.org/10.1145/3328020.3353947>

Sosa-Tzec, O., Tharp, B., & Tharp, S. (2019). Discursive Design and the Question of Impact: Perspective, Pedagogy, and Practice. In Murdoch-Kitt K. M. & Sosa-Tzec, O. (Eds.), *Dialogue: Proc. of the AIGA Design Educators Community Conferences: 2018 Decipher Conference Vol 1 (199-207)*. Michigan Publishing. DOI: <https://doi.org/10.3998/mpub.11688977>

Sosa-Tzec, O. (2018). User experience delight from the designer's perspective. *Avances en Interacción Humano-Computadora*, 3(1), 22-25. URL: <http://aihc.amexihc.org/index.php/aihc/article/view/37>

Sosa-Jiménez, E., López-Martínez, J., Chi-Pech, V., & **Sosa-Tzec, O.** (2018). Diseño de una aplicación móvil con realidad aumentada para coadyuvar en el proceso de aprendizaje matemático. *Avances en Interacción Humano-Computadora*, 3(1), 48-50. URL: <http://aihc.amexihc.org/index.php/aihc/article/view/44>

Sosa-Tzec, O., Stolterman, E., & Siegel, M. A. (2015). Gaza Everywhere: exploring the applicability of a rhetorical lens in HCI. In *CA '15: Proceedings of The Fifth Decennial Aarhus Conference on Critical Alternatives* (69-72). ACM.

DOI: <https://doi.org/10.7146/aahcc.v1i1.21314>

Sosa-Tzec, O., Siegel, M. A., & Brown, P. (2015). Exploration of Rhetorical Appeals, Operations and Figures in UI/ UX Design. In VandeZande R., Bohemia E., & Digranes I. (Eds). *Proceedings of the 3rd International Conference for Design Education Researchers*. Aalto University. DOI: <https://doi.org/10.13140/RG.2.1.2642.5440>

Sosa-Tzec, O., & Siegel, M. A. (2014). Rhetorical Evaluation of User Interfaces. In *NordiCHI '14: Proceedings of the 8th Nordic Conference on Human-Computer Interaction: Fun, Fast, Foundational*. ACM.

DOI: <http://dx.doi.org/10.1145/2639189.2641209>

Nematzadeh, A., & **Sosa-Tzec, O.** (2014). Experience Design Framework for Securing Large Scale Information and Communication Systems. In Lim Y., Niedderer K., Redström J., Stolterman, E., and Valtonen, A. (Eds.), *Proceedings of DRS 2014, the Design Research Society Conference*. DRS. Umeå University.

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.

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. <https://bit.ly/2MKCx4K>

PUBLISHED EDITED VOLUMES

Murdoch-Kitt, K. M., and **Sosa-Tzec, O.** (Eds.) (2019) *Decipher Vol. 1*. Michigan Publishing.

DOI: <https://doi.org/10.3998/mpub.11688977>

Murdoch-Kitt, K. M., and **Sosa-Tzec, O.** (Eds.) (2019) *Decipher Vol. 2*. Michigan Publishing.

DOI: <https://doi.org/10.3998/mpub.11689169>

Favela, J., García, J. P., **Sosa-Tzec, O.**, Cambranes, E., Escobedo, L., & Castro L. A. (Eds.) (2018) Proceedings of the Sixth Mexican Conference on Human-Computer Interaction (MexIHC'18) [Special Issue]. *Avances en Interacción Humano-Computadora*, 3(1). URL: <http://aihc.amexihc.org/index.php/aihc/issue/view/mexihc2018>

Cambranes, E., Escobedo, L., **Sosa-Tzec, O.**, García, J. P., & Favela, J. (Eds.) (2018) MexIHC '18: Proceedings of the 7th Mexican Conference on Human-Computer Interaction. ACM. DOI: <https://doi.org/10.1145/3293578>

PEER- REVIEWED CONFERENCE PRESENTATIONS

Sosa-Tzec, O. (2020, February 14). *Teaching Design, Information, and Interaction: Reflections, Foundations, and Competences* [Discussant]. 108th CAA Annual Conference. CAA. Chicago, IL. <https://bit.ly/3cImqza>

Sosa-Tzec, O. (2020, February 14). *Design Delight: A Framework for the Analysis and Generation of Pleasurable Designs* [Paper presentation]. 108th CAA Annual Conference. CAA. Chicago, IL. <https://bit.ly/3dRhIka>

Sosa-Tzec, O. (2019, October 5). *Creative Data and Information Visualization: Reflections on Two Pedagogical Approaches* [Case Study Presentation]. ACM SIGDOC Conference 2019. ACM. Portland, OR. <https://bit.ly/37gIRKF>

INVITED PRESENTATIONS AND GUEST LECTURES

Sosa-Tzec, O. (2020, April 24). *Experiencia de Usuario y Diseño de Interacción: Una Perspectiva Retórica-Semiótica*. [Online Presentation in response to Covid-19]. Conversatorio de los 15 Años en la Licenciatura en Diseño de Interacción y Animación. Universidad Iberoamericana Campus Puebla. Puebla, Puebla, Mexico. <https://bit.ly/3dOosyV>

Sosa-Tzec, O. (2020, February 21). *Pursuing Delight: Design and Living the Good Life*. San Francisco State University. San Francisco, CA.

Sosa-Tzec, O. (2019, April 5). *Interacciones Encantadoras: Interfaces de Usuario desde una Perspectiva Retórica-Semiótica*. Contraste Colectivo: 3er Congreso Internacional de Diseño Gráfico. Universidad Autónoma de Tamaulipas. Tampico, Tamaulipas, México. <https://bit.ly/2LJoOdW>

Sosa-Tzec, O. (2018, February 14). *My Fascination with the Visual: Meaning, Persuasion, and Delight* [Design Work and Research Presentation]. Wonderful Wednesdays at the Penny W. Stamps School of Art and Design. University of Michigan. Ann Arbor, MI. <https://bit.ly/3dRKCjS>

Sosa-Tzec, O. (2018, February 6). *Can We Use Rhetoric to Talk about Delight?* [Research Presentation] Michigan Interactive & Social Computing Group. University of Michigan. Ann Arbor, MI. <https://youtu.be/slPU5WlBoFw>

Sosa-Tzec, O. (2017, December 28). *Human-Computer Interaction Rhetoric: An Interpretative Approach to Interactive Systems*. Heuristics Innovation Center. Mérida, Yucatán, México.

Sosa-Tzec, O. (2017, October 25). *Rhetoric and Design: Arguments, Persuasion, and Visual Communication* [Guest Lecturer: ArtDes-150 Art and Design in Context]. University of Michigan. Ann Arbor, MI.

Sosa-Tzec, O. (2017, October 5). *Design, Rhetoric, and Delight: Continuation of a Journey* [Presentation for the Dean's Advisory Council Meeting 2017]. Penny W. Stamps School of Art and Design, University of Michigan. Ann Arbor, MI.

Sosa-Tzec, O. (2017, March 31). *A Rhetorical Journey into Design: Research, Practice, and Teaching*. University of Michigan. Ann Arbor, MI.

Sosa-Tzec, O. (2016, May). *La Creatividad es un Mito*. Transformación Creativa. Mérida, Yucatán, México. <https://bit.ly/2HDZHqH>

Sosa-Tzec, O. (2016, April 23). *Sometimes a Sign, Sometimes a Figure* [Guest Speaker for the Graphic Designer's Club]. Indiana University. Bloomington, IN. <https://bit.ly/2w1nCLb>

Sosa-Tzec, O. (2013, October 2). *Diseño de Interacción y Sostenibilidad*. 5º Seminario Internacional de Investigación en Diseño Sustentable. Universidad Autónoma de Tamaulipas. Tampico, Tamaulipas, México. <https://bit.ly/2EbZTw7>

Sosa-Tzec, O. (2012, April). De Chile, de Mole, y de Dulce: Asuntos del Pensamiento y Ejecución de Diseño. CONATI 2012, Congreso Nacional de Tecnología Industrial. Universidad Tecnológica de Mérida. Mérida, Yucatán, México. <https://bit.ly/2QaDq7G>

Sosa-Tzec, O. (2010, November). *Conceptos y Herramientas de Diseño en Sistemas Interactivos* [Tutorial]. MexIHC '10, 3er Congreso Mexicano de Interacción Humano-Computadora. Universidad Politécnica de San Luis Potosí. San Luis Potosí, San Luis Potosí, México. <https://bit.ly/2WJuwk3>

Sosa-Tzec, O. (2010, April). *Del Pensamiento de Diseño y un Par de Suspiros: Una Introducción a la Innovación Mediante Ideación y Diseño* [Workshop]. Contacto Empresarial No. 5. Universidad Modelo. Mérida, Yucatán, México. <https://bit.ly/2woxBao>

Sosa-Tzec, O. (2009, October). *Arquitectura de Información y su Relación con el Pensamiento Estratégico*. Semana de Arte y Diseño 2009. Unarte Universidad del Arte. Puebla, Puebla, México. <https://bit.ly/2VoHoKF>

PARTICIPATION IN PANELS

Sosa-Tzec, O. (2020, October 15). *Pursuing Delight: Forms, Colors, Sounds, and Flavors* [Panelist]. AIGA Unidos: Hispanic Heritage Talks 2020. AIGA. Multi-city online event. <https://aigaunidos.com/>

Fields, L., Aristarkhova, I., Leonard, J. Jacobsen, C., and **Sosa-Tzec, O.** (2019, November 2). *Feminist Art in Action: Panel Discussion* [Respondent]. Stamps Gallery, University of Michigan. Ann Arbor, MI. <https://bit.ly/3oOQCpS>

McCloud, S., Fishman, B., Gloeckner, P., Gross, M., and **Sosa-Tzec, O.** (2018, November 7). *Teaching Visual Communication Today* [Discussant]. University of Michigan. Ann Arbor, MI. <https://bit.ly/3dPwUOu>

PRESENTATIONS IN WORKSHOPS, CONSORTIA, AND SYMPOSIA

Sosa-Tzec, O. (2020, April 21). *Visualizing Data Trails: Metaphors and a Symbolic Language for Interfaces* [Workshop Presentation]. Online Workshop “Speculative Designs for Emergent Data Trails: Signs, Signals, and Signifiers” [in response to Covid-19] at CHI 2020, the ACM Conference on Human-Factors in Computer Systems. <https://bit.ly/2XMIC6R>

Sosa-Tzec, O. (2018, June 9). *CDR and CD Outcomes as Arguments: On constructive and critical design* [Workshop Presentation]. Workshop “Let’s Get Divorced: Constructing Knowledge Outcomes for Critical Design and Constructive Design Research” at DIS 2018, the ACM Conference on Designing Interactive Systems. Hong Kong. <https://bit.ly/3f2vXma>

Sosa-Tzec, O. (2015, August 17). *Towards a Pentadic Interaction Criticism* [Workshop Presentation]. Workshop “Criticism for Computational Alternatives” at Critical Alternatives 2015: the 5th Decennial Aarhus Conference. Aarhus, Denmark. <https://bit.ly/2XQ46jA>

Sosa-Tzec, O. (2015, June 2). *Interpretive Lens for the Analysis of Persuasive Technology* [Doctoral Consortium]. Persuasive Technology Conference 2015. Chicago, IL. <https://bit.ly/2MHRBzV>

Sosa-Tzec, O. (2014). *The Visual Rhetoric of Slow Change Interaction Design* [Position Paper]. Workshop “Slow Change Interaction Design” at DRS 2014: Design Research Society Conference. Sweden.

Sosa-Tzec, O. (2011, July 30). Representaciones Visuales y Diseño de Experiencias de Usuario [Poster Presentation]. Taller “IHC en los Grandes Retos de la Computación.” Morelia, Michoacán, México. <https://bit.ly/3hetc2X>

Sosa-Tzec, O., & Arrieta, A. (2010, November). *Arquitectura y Diseño de Información del Sitio Web de un Centro de Recursos de Aprendizaje e Investigación* [Poster Presentation]. MexIHC '10, 3er Congreso Mexicano de Interacción Humano-Computadora. Universidad Politécnica de San Luis Potosí. San Luis Potosí, San Luis Potosí, México. <https://bit.ly/3ohcdok>

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

WORK IN PROGRESS AND OTHER AVAILABLE MATERIALS

Sosa-Tzec, O., Balasubramaniam, G. Sinsabaugh, S., Sobetski, E., Pinto, R., & Assari, S. (2020). *Delightful Companions: Supporting Well-Being Through Design Delight*. <https://arxiv.org/abs/2005.05026>

Sosa-Tzec, O., Stolterman, E., & Siegel. (2020). *From Horseback Riding to Changing the World: UX Competence as a Journey*. <https://arxiv.org/abs/2004.08382>

Sosa-Tzec, O. (2014). *Rhetorical Handbook: An Illustrated Manual for UX/UI Designers*. Beta. <https://www.slideshare.net/Tzec/rhetorical-handbook-an-illustrated-manual-for-uxui-designers>

Sosa-Tzec, O. (2012). *A Personal Design Philosophy*. <https://www.slideshare.net/Tzec/fa12-i604-final-paper-omarsosa>

GRANTS AND FUNDING

Spring 2020 **Faculty Professional Development**

Source of funding: Stamps School of Art and Design

Purpose: presentation of research work at academic event

Amount: \$800.00

Spring 2019 – **MCube: Using Visual Information and Everyday Objects to Improve Chronic Disease**

Spring 2020 **Management of People of Color**

PI: Omar Sosa-Tzec

Co-PIs: Sherwin Assari (UM Medicine) and Rogerio Pinto (UM Social Work)

Source of funding: MCube Program, UM Office of Research

Purpose: multidisciplinary research on design for co-morbidity and chronic conditions

Amount: \$60,000.00

Summer 2019 **ADVANCE: Faculty SUCCEED Grants**

Source of funding: UM ADVANCE Program

Purpose: academic training and purchase of material

Amount: \$1,500.00—*Funded*

Spring 2019 – **UMOR: Creative Deviations in Interaction Design**
Spring 2020 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
Purpose: research on design strategies for delightful user experiences and interfaces
Amount: \$15,000.00

Fall 2019 **Faculty Professional Development**
Source of funding: Stamps School of Art and Design
Purpose: presentation of research work at academic event
Amount: \$7,350.00

Summer 2018 **ADVANCE Summer Writing Grant**
Source of funding: UM ADVANCE Program
Purpose: academic training and purchase of material
Amount: \$5,500.00

Summer 2018 **Faculty Professional Development**
Source of funding: Stamps School of Art and Design
Purpose: presentation of research work at academic event
Amount: \$950.00

**CONTRIBUTIONS
TO CAMPUS &
COMMUNITY**

SERVICE TO DEPARTMENTAL AND COLLEGE COMMITTEES

Present **Curriculum Development Committee Member**
School of Design, College of Liberal & Creative Arts, San Francisco State University

Present **Connect Lecture Series Organizing Committee Member**
School of Design, College of Liberal & Creative Arts, San Francisco State University

2017–2019 **International Experience Committee Member**
Penny W. Stamps School of Art and Design, University of Michigan

2018–2020 **Graduate Program Committee Member**
Penny W. Stamps School of Art and Design, University of Michigan

2018 **Doctoral Program Planning Committee Member**
Penny W. Stamps School of Art and Design, University of Michigan

2017, 2018 **D++ Design Salon Organizing Committee Member**
Penny W. Stamps School of Art and Design, University of Michigan

2007–2012 **Technical Council Member (Curriculum Development and Academic Affairs)**
Department of Art, Design, and Architecture, Universidad Iberoamericana Campus Puebla

SERVICE AS A REVIEWER

2020 TOCHI: Transactions on Human-Computer Interaction, *Research paper*
DIS 2020: The ACM Conference on Designing Interactive Systems, *Research Papers and Pictorials*

- NordiCHI 2020: The Nordic Conference on Human-Computer Interaction, *Research Papers*
- 2019 2019 Creativity & Cognition Conference, *Pictorials*
DIS 2019, *Papers and Pictorials*
- 2018 DRS 2018: The Design Research Society Research Conference, *Research Papers*
CHI 2018: The ACM Conference on Human Factors in Interactive Systems
NordiCHI 2018, *Research Papers*
- 2016 DIS 2016
- 2015 CHI 2015: The ACM Conference on Human Factors in Computer Systems, *Work-in-Progress*
DIS 2015, *Posters and Work-in-Progress*
- 2011 CLIHC 2011: Latin-American Conference on Human-Computer Interaction, *Research Papers*
- 2010 MexIHC 2010, *Student Design Contest*

SERVICE TO PROFESSIONAL ORGANIZATIONS

- 2018 **MexIHC 2018: Mexican Conference on Human-Computer Interaction**
Chair of program committee
- Decipher 2018: Design Educators Research Conference**
Co-Chair of the conference
- DARIA: Design Association for Research in the Americas**
Co-designer of logotype
- 2015 – 2013 **GISA: Graduate Informatics Student Association (Indiana University)**
Publicity Chair
- 2014 **MexIHC 2014**
Evaluator of the student design contest submissions
- AMexIHC: Asociación Mexicana de Interacción Humano-Computadora**
Logo and branding designer
- 2011 **MexIHC 2011**
Program and work-in-progress committee member
- 2010 **MexIHC 2010**
Organizing committee member: web designer
- 2009 **Universidad de las Américas Puebla**
Designer of the official university seal
- 2008 **Amigos 2008: Conference of the Mexican Institutions for Library Cooperation**

Organizing committee member: branding and logistics

MexIHC 2008

Organizing committee member, conference logo, branding, and web designer

2002 **Mexican Conference of Artificial Intelligence**

Organizing committee member: branding and web designer

2001 **C3 2001: Regional Computer Science Conference**

Organizing committee member: branding and web designer, and logistics

Association of Computing Machinery (ACM) Student Chapter (University of Yucatan)
Chair

2000 **C3 2000: Regional Computer Science Conference**

Organizing committee member: branding and web designer, and logistics

**OTHER
INFORMATION**

MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS

2020 AIGA: The Professional Association for Design

IxDA: Interaction Design Association San Francisco Chapter

2018 – Present ACM SIGCHI: Association for Computing Machinery Special Interest Group in Human-Computer Interaction

ACM SIGDOC: Association for Computing Machinery Special Interest Group in Communication Design

CAA: College Art Association

STORIES AND MEDIA

Penny W. Stamps School of Art and Design. (2020, March 13). *Kelly Murdoch-Kitt and Omar Sosa-Tzec recognized for Decipher 2018*. <https://bit.ly/2UGnHRf>

Penny W. Stamps School of Art and Design. (2020, February 25). *Omar Sosa-Tzec on Delight, Design, and “The Good Life.”* <https://bit.ly/2YtdgSb>

Penny W. Stamps School of Art and Design. (2020, February 5). *Stamps Community at the 108th Annual CAA Conference*. <https://bit.ly/2MTF7W5>

Penny W. Stamps School of Art and Design. (2019, December 9). *Omar Sosa-Tzec Speaks about Delight at International Design Conference*. <https://bit.ly/2B3oema>

Penny W. Stamps School of Art and Design. (2019, October 25). *Omar Sosa-Tzec Speaks about Delight at International Design Conference*. <https://bit.ly/2B3oema>

Penny W. Stamps School of Art and Design. (2019, October 25). *Omar Sosa-Tzec Presents at the 2019 ACM SIGDOC Conference*. <https://bit.ly/2MV9HP3>

Penny W. Stamps School of Art and Design. (2019, October 25). *Design-Oriented Research Collaboration*. <https://bit.ly/3cTMGGR>

Penny W. Stamps School of Art and Design. (2019, September 18). *Decipher Conference Nominated for Design Incubation Awards*. <https://bit.ly/3oBlqKN>

Penny W. Stamps School of Art and Design. (2019, April 22). *Omar Sosa-Tzec Speaks at Graphic Design Conference*. <https://bit.ly/3fegNu4>

Metro Noticias. (2019, April 13). *Exitoso Congreso de Diseño Gráfico realiza la FADU-UAT*. <https://bit.ly/2MUAZ8s>

Penny W. Stamps School of Art and Design. (2019, April 5). *Omar Sosa-Tzec: UMOR to Support Research on Interaction Design Practices*. <https://bit.ly/3cTrEZ7>

Penny W. Stamps School of Art and Design. (2019, November 17). *Stamps at Mexican Human-Computer Interaction Conference*. <https://bit.ly/3hnfs6o>

Penny W. Stamps School of Art and Design. (2018, November 5). *Phoebe Gloeckneer and Omar Sosa-Tzec on "Teaching Visual Communication Today."* <https://bit.ly/3hp3vWM>

Penny W. Stamps School of Art and Design. (2018, October 24). *Design Research at Stamps: Decipher 2018*. <https://bit.ly/2MTJ9Oc>

Penny W. Stamps School of Art and Design. (2017, August 17). *New Stamps Faculty*. <https://bit.ly/2zssGxn>

Borderzine Reporting Across Fronteras. (2016, December 14). *Environmental justice for poor and minority communities featured at National Communication Association convention*. <https://bit.ly/3cYkdjk>

Red Tampico. (2013, October 4). *Realiza Arquitectura UAT-Tampico Seminario de Diseño Sustentable*. <https://bit.ly/2MTDE21>

LANGUAGES

Spanish—native language

English—fluent (writing, speaking, and listening)

Portuguese—basic reading comprehension