

# Omar Sosa Tzec

Visual Information Designer &  
Information Architect

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## WHAT I DO AS A DESIGNER

- Navigation and content schemes for digital and analog interfaces
- Wireframes
- Low fidelity visual prototypes
- Web interface design
- Web coding (xhtml/css)
- Identity design
- Text information document design
- Rhetorical poster design and illustrations
- 2D visual explanations from tabular and qualitative data

## WHAT I DO AS A RESEARCHER

- Ideation of contextual design methods
- Focus groups and contextual interviews
- Mapping and sketching for innovation products and/or projects
- Integration of theory and methods from engineering and science into design processes
- Application of Semiotic Engineering and Usability for interface evaluation

## WHAT I DO AS A ACADEMIC

- Teaching on Information Design
- Teaching on Interaction Design and HCI
- Teaching on Typography
- Teaching on Information Architecture
- Teaching on Corporate Identity Design
- Teaching on design methods and UCD
- Conduct undergraduate and graduate degree projects
- Curriculum reviewer/advisor

## SKILLS

- Inquisitive
- Strong ability to ideate a structured solution to a design problem
- Knowledge on synthesis, composition, and visual hierarchy
- Hybrid education from computer science and humanities

## ADDRESS

Universidad de las Américas Puebla.  
Oficina CIRIA 305 C.  
Ex Hacienda Santa Catarina Mártir S/N.  
San Andrés Cholula, Puebla, México.  
C.P. 72820.

## PHONE

+52 (222) 229 21 13

## E-MAIL

omar.sosa@udlap.mx

## PORTFOLIO

<http://tzek-design.com>

## BLOG

<http://tzek-design.com/blog>

## SOCIAL NETWORKS

<http://www.twitter.com/tzek>

<http://www.facebook.com/omitzek>

## PORTFOLIO FROM

<http://tinyurl.com/28avfa4>

## CURRENT JOB

<http://tinyurl.com/2evzuvz>

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## OBJECTIVE

*To achieve a social impact through design and visual communication, besides the capability to generate and share knowledge, all in the context of identity, knowledge management, information technologies, product development and interaction design.*

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## WORK EXPERIENCE

### Coordinator of Communication and Public Relations

Interactive Center for Learning and Information Resources (CIRIA) at University of the Americas Puebla (UDLAP)  
Mar 2007 - Present

## HIGHLIGHTS

- Information architecture for CIRIA's website
- Information architecture and interface design for the Regional Online Fire-brands Catalog
- Evaluation of the organizational ambient and ensurance of quality by the elaboration of focus groups and communication design mexican librarians' associations
- Communication design for the information resources and services at CIRIA
- Corporate/identity design for CIRIA's projects
- Redesign of UDLAP's institutonial seal
- Organization of CIRIA's participation in the incorporation of new students and expoUDLAP activities

**WORK  
EXPERIENCE  
(CONTINUATION)**

**Communication Design**

Freelancer  
Jan 2000 - Present

- Naming & logo design
- Document elaboration for visual guidelines (corporate identity)
- Web design and construction (xhtml/css)
- Signage and wayfinding design
- Advertising for printed media
- Interaction design consultant

**EDUCATION**

**M.A. in Information Design**

School of Design  
University of the Americas Puebla (UDLAP)  
Aug 2004 - Dec 2006

**M.Sc. in Computing and Industrial Mathematics**

Center for Research in Mathematics (CIMAT)  
Jan 2001 - Jul 2001

**B.Sc. in Computer Science**

School of Mathematics  
University of Yucatan (UADY)  
Sep 1996 - Jul 2001

**HONORS  
AND AWARDS**

**Best in teaching performance**

B.A. in Interaction Design & Especialization on Digital Design  
Universidad Iberoamericana Puebla  
Fall 2010

**Cum Laude. Best grades in the program.**

Master in Information Design  
Universidad de las Américas Puebla  
Class of 2007

**Member of Dean's list**

Universidad de las Américas Puebla  
2005

**Excellence fellow for graduate studies**

Universidad de las Américas Puebla  
Aug 2004 - Aug 2006

**Excellence fellow for graduate studies**

Mexican Council for Science and Technology  
Aug 2002 - Aug 2004

**MEMBERSHIPS**

**Bioefficiency Network**

Founder member  
• <http://www.avanzavet.com/bioeficiencia>

**ACM**

Student Chapter Chair  
University of Yucatan  
2001

**ACM**

Student Chapter Secretary  
University of Yucatan  
2000

**Mexican Youth Association for Science Divulagation**

Associate & Spokesman  
1998

**Mexican Association for Computer Science**

Associate  
1998

**PUBLICATIONS**

O. Sosa Tzec, A. Arrieta.

**Arquitectura y Diseño de Información de un sitio web para un Centro de Recursos de Aprendizaje e Investigación, 3d Mexican Conference on Human-Computer Interaction: MexIHC 2010.**

Mexico: 2010. [online]. Available: <http://www.slideshare.net/Tzek/arquitectura-de-informacin-para-el-ciria-udlap>. [Accessed: Nov. 19, 2010].

O. Sosa Tzec, S. Cortina, R. Holguín.

**Designing a user interface based on the calm technology paradigm and schematic visualization, and its evaluation from a communicability and rhetoric standpoint, 4th Information Design International Conference.**

Brasil: 2009. [online]. Available: <http://www.slideshare.net/Tzek/gui-design-by-schematic-visualization>. [Accessed: Jan. 27, 2010].

O. Sosa Tzec, S. Cortina, R. Holguín.

**Métodos y Proceso de Diseño de Información para una GUI en un Cliente IM bajo un enfoque Calm Technology, Interact Conference 2007. Workshop on Human-Computer Interaction, CLIHC 2007: Innovation inspired by diversity.**

Brasil: 2007. [online]. Available: [http://www.clihc.org/2007/papers/MetodosDisenioProceso\\_ID4o\\_longpaper.pdf](http://www.clihc.org/2007/papers/MetodosDisenioProceso_ID4o_longpaper.pdf). [Accessed: Jan. 27, 2010].

**PUBLICATIONS (CONTINUATION)**

O. Sosa Tzec, R. Holguín.

**Herramientas etnográficas y una variante del muestreo de experiencias para el rediseño de la GUI de un cliente de mensajes instantáneos por Internet, CLIHC '05: Proceedings of the 2005 Latin American conference on Human-computer interaction.**

México: ACM, 2005.

L. Vargas, V. H. Menéndez, J. N. Zaragoza, O. Sosa Tzec.

**Desarrollo de un sistema de autor para la simulación de modelos dinámicos relacionados con la nutrición animal, 3d. Forum for Mathematics from Southeast.**

Mexico: 2005.[online]. Available: [http://www.avanzavet.com/bioeficiencia/media/Art\\_SoftModIIIReunion.pdf](http://www.avanzavet.com/bioeficiencia/media/Art_SoftModIIIReunion.pdf).

[Accessed: May 6, 2010].

O. Sosa Tzec, V. Menéndez , L. Vargas.

**SymWeb: Modelado de una Aplicación de Simulación Web mediante OOHDM, CORE '03 Conference.**

Mexico: 2003. [online] Available: <http://prometeo.cic.ipn.mx/2003/memorias/core.pdf> (Journal of Research in Computing Science published by Center for Research in Computers).

[Accessed: May 6, 2010].

**TALKS AND PRESENTATIONS**

**Design Concepts and Tools for Interactive Systems**

Tutorial

3d Mexican Conference on Human-Computer Interaction  
Polytechnic University of San Luis Potosi  
November 10, 2010

**From Design Thinking and a Couple of Sighs**

Workshop

5<sup>th</sup> Business Contact: Evolution of Business  
Model University  
April 29, 2010

**Information Architecture within Strategic Design**

Talk

Art and Design Week  
Unarte, University of Art  
October 15, 2009

**Web Design**

Workshop

School of Mathematics  
University of Yucatan  
Dec 2001 - Jan 2002

**TALKS AND PRESENTATIONS (CONTINUATION)**

**Wavelets and its Application to Computer Science**

Talk

School of Mathematics  
University of Yucatan  
December 2010

**1st Workshop on Digital Image Processing**

Workshop

School of Mathematics  
University of Yucatan  
May 2000 - Jun 2000

**Fractals: Mathematics behind Computer Graphics**

Talk

Montejo University Center/Piaget School  
May 1999/May 1999

**Quantum Computing**

Talk

School of Mathematics  
University of Yucatan  
December, 1998

**Induction to Mathematics**

Course

School of Mathematics  
University of Yucatan  
May 1998

**Fractals**

Talk

School of Mathematics  
University of Yucatan  
May, 1998

**Cryptography: Computational Application from Linear Algebra**

Talk

Center for Technological, Industrial and Service Studies (CETIs) 112  
March 1998

**Cryptography: Computational Application from Linear Algebra.**

Mathematical Applications for Computer Science

Talk

1<sup>st</sup> Forum for Peninsular Youth Research  
November, 1997

**PARTICIPATION  
IN WORKSHOPS,  
CONFERENCES,  
COURSES,  
AND SEMINARS**

**3d Mexican Conference on Human-  
Computer Interaction**

San Luis Potosi, Mexico  
November 2010

**4th Internation Conference on Infor-  
mation Design**

Rio de Janeiro, Brasil  
September 2009

**11th IFIP TC 13 International  
Conference on Human-Computer  
Interaction, INTERACT 2007**

Rio de Janeiro, Brasil  
September 2007

**1st Mexican Conference on Human-  
Computer Interaction**

Puebla, Mexico  
October, 2006

**2nd Latin American Conference on  
Human-Computer Interaction**

Cuernavaca, Mexico  
October, 2005

**4<sup>th</sup> Design Conference  
and Exhibition**

University of Mayab  
Merida, Mexico  
April, 2002

**1<sup>st</sup> Regional Conference on  
Computer Science**

University of Yucatan  
Merida, Mexico  
October, 2000

**Introduction to Cryptography -  
Workshop**

University of Yucatan  
Merida, Mexico  
October, 2000

**3<sup>d</sup> Workshop on  
Mathematical Computing**

Center for Research in Mathematics  
Guanajuato, Mexico  
July, 2000

**1<sup>st</sup> International Workshop  
on Cryptography**

Metropolitan Autonomous University  
– Campus Iztapalapa  
Iztapa, Mexico  
May, 2000

**ORGANIZATION  
AND  
COORDINATION  
IN EVENTS**

**3d Mexican Conference on Human-  
Computer Interaction**

2010

- Interaction Design Contest  
pre-selector of proposals
- Identity design
- Web design and administration

**Conference from the Network of  
Mexican InStitutions for the Librar-  
ian Cooperation: Amigos 2008**

2008

- Identity design
- Stand and ambient design

**2nd Mexican Conference on Human-  
Computer Interaction**

2006

- Web design and administration

**Mexican International Conference  
on Artificial Intelligence**

2002

- Organizing Committee
- Identity design
- Motion graphics

**Conference on Computer Science**

2000, 2001

- Organizing Committee
- Identity design
- Web design and administration
- Wayfinding

**Sensibility to Research: talks  
among Yucatan from the Youth As-  
sociation for Science Divulgation**

1998

- Organizing Committee

## RESEARCH EXPERIENCE

### **School of Design. University of Americas Puebla.**

**Supervisor:** M.A. Samuel Cortina Arteaga and M.A. Roberto Holguin Molina ([www.insitum.com](http://www.insitum.com)).

**Topic:** The information and interaction design of an instant messaging GUI for mobile devices. The design project was supported by the input derived from a needfinding exercise and participative design from potential users, under Sander's postdesign paradigm. Besides, a rhetorical model was proposed to understand how the design process evolves. Due to the intention of unload cognitively users, a schematic approach was pondered. Therefore, a communicability evaluation (from Semiotic Engineering) was applied (complemented with a usability test), in addition with a proposed simple method for analyzing the rhetorical appealing modes within the interface.

Jan, 2006 - Dec, 2007

### **Center for Research in Mathematics – Research Center from the Mexican Council of Science and Technology.**

**Supervisor:** Professor Mariano River Meraz.

**Topic:** The design and implementation of a nonlinear filtering algorithm for images based on anisotropic diffusion, which considered concepts derived from stochastic particle systems (Schrödinger's diffusion) in order to propose a algorithm of "creation and death" of particles for such goal.

Aug, 2003 - Aug, 2004

### **Mathematics School – University of Yucatán.**

**Supervisor:** Professor Luis Vargas Villamil (College of Postgraduates).

**Topic:** The design and implementation of a web application that manage text files about mathematical models of animal nutrition in order to run web simulations. The project included the software engineering for this web application and the interface design considering usability issues. This research was part of a more complex project, when Professor Villamil was pursuing his Ph.D. degree, so that it had the financial support from the Mexican Council for Science and Technology.

Sep, 2001 - Jul, 2002

### **Mathematics School – University of Yucatán.**

**Supervisor:** Dr. Francisco Madera.

**Topic:** A monographic research about wavelets and its application for image compression. This was a research that studied the concept of wavelets and how the Haar base could be used to compress gray scale images. The research was comprehended within an internal program from Mathematics School in which it was offered a grant for best papers. Work selected.

Sep, 1999 - Dec, 1999

### **Mathematics School – University of Yucatán.**

**Supervisor:** Dr. Francisco Madera.

**Topic:** A monographic research about the basic concepts from quantum computing. The project consisted in studying the advantages from quantum computing and its possible application (e.g. Shor's algorithm). The research was comprehended within an internal program from Mathematics School in which it was offered a grant for best papers. Work selected.

Sep, 1998 - Dec, 1998

### **Mathematics School – University of Yucatán.**

**Supervisor:** Professor Gerardo García Almeida.

**Topic:** A monographic research about imaging and fractals in order to understand which mathematical concepts were involved with image compression. The research was comprehended within the internal program from Mathematics School mentioned before. Work selected.

Sep, 1997 - Jan, 1998

## THESIS SUPERVISION

### **Information and Interaction Design for a Teaching Material to support the CPR Course at UDLAP.**

Roberto Razo Rodríguez.

Master in Arts in Information Design. School of Design. University of Americas Puebla.

Supervisor.

May 13, 2010.

### **Design for a Teaching Material in order to achieve Understanding of Complex Information Phenomena from Reality for Children among 8 and 12 Years Old.**

Hugo Ernesto López Menéndez.

Bachelor in Arts in Information Design. School of Design. University of Americas Puebla.

2<sup>nd</sup> reader (co-supervisor).

May 13, 2010.

### **Organization of Scientific Data for Divuligation and Teaching applied to an Interpretation Object.**

María Esperanza Dávila Coronado.

Master in Arts in Information Design. School of Design. University of Americas Puebla.

2<sup>nd</sup> reader (co-supervisor).

January 14, 2010.

THESIS  
SUPERVISION  
(CONTINUATION)

**Design of a Graphic User Interface  
for a Collaborative Work Application  
for the iPhone.**

José Iván Lagunas Velasco.  
Bachelor in Arts in Information Design.  
School of Design. University of  
Americas Puebla.  
Supervisor.  
January 13, 2010.

**Creation of a Identity and Website  
for a Mexican Independent Collec-  
tive of Music and Design.**

Marcela Alcántara Infante, Farah Res-  
calvo Sánchez.  
Bachelor in Arts in Information Design.  
School of Design. University of  
Americas Puebla.  
2<sup>nd</sup> reader (co-supervisor).  
November, 2009.

**Development of a Web Eco-direc-  
tory for Mexican Enterprises by  
the Integration of the Disciplines:  
Information Architecture, Interac-  
tion Design, and Usability.**

Carlos del Salto Carrera.  
Bachelor in Arts in Information Design.  
School of Design. University of  
Americas Puebla.  
2<sup>nd</sup> reader (co-supervisor).  
April 18, 2008.

**Mathematics for Children. Develop-  
ment of a Digital Teaching Material  
for Children among  
6 and 10 Years Old.**

Paulina Loyo Mendoza.  
Bachelor in Arts in Information Design.  
School of Design. University of  
Americas Puebla.  
2<sup>nd</sup> reader (co-supervisor).  
May 6, 2005.

TEACHING

**Projects Workshop I, II and III (De-  
sign Methods and Processes).**

Lecturer.  
Iberoamerican University.  
Diploma in Digital Design  
(Graduate Program).  
Fall 2006 - Present.

**Human-Computer Interaction.**

Lecturer.  
Iberoamerican University.  
Bachelor in Arts in Interaction Design.  
Spring 2010, Spring 2009

TEACHING  
(CONTINUATION)

**Hypermedia Design (Information  
Architecture).**

Lecturer.  
Iberoamerican University.  
Bachelor in Arts in Interaction Design.  
Spring 2010, Fall 2008.

**Schematics (Information Design).**

Lecturer.  
Iberoamerican University.  
Bachelor in Arts in Interaction Design.  
Fall 2009, Spring 2007

**Design for the Net (Web Design,  
XHTML and CSS).**

Lecturer.  
University of the Americas Puebla.  
Bachelor in Arts in Information Design.  
Fall 2010, Fall 2009, Fall 2008.

**Information Architecture.**

Lecturer.  
University of the Americas Puebla.  
Bachelor in Arts in Information Design.  
Spring 2008.

**Human-Computer Interaction.**

Teaching Assistant.  
University of the Americas Puebla.  
Master in Arts in Information Design.  
Fall 2007.

**Communication and New Technolo-  
gies (Introduction to  
Interface Design).**

Lecturer.  
Iberoamerican University.  
Bachelor in Arts in Interaction Design.  
Fall 2006.

**Electronic Image (Adobe CS IlluStra-  
tor, Photoshop and Introduction to  
InDesign).**

Lecturer.  
University of the Americas Puebla.  
Bachelor in Arts in Information Design.  
Fall 2006.

**Introduction to Computational Para-  
digm (introduction to programming  
with Processing).**

Lecturer.  
Iberoamerican University.  
Bachelor in Arts in Interaction Design.  
Summer 2006.

QUALIFICATIONS

**TOEFL**

iBT

→ 97 points

**Visual Communication with Adobe Photoshop CS4**

Associate Certification

**Web Communication with Adobe Dreamweaver CS4**

Associate Certification

DESIGN INTERESTS

- Information Design and Information Architecture applied to Graphic User Interfaces.
- Schematics.
- Conceptual Interaction Design.
- Sketching and Visual Prototyping.
- Design Thinking and Design Methods.
- Systems Analysis and Design.
- Typography and Layout.
- Corporate Identity.
- Visual Rhetoric.

COMPLEMENTARY INTERESTS

- Semiotic Engineering.
- Usability.
- Image filtering.
- Augmented Reality.
- Information Visualization.
- Topology and Mathematical Models/Concepts for Image Processing.
- Knowledge Socialization and Management.
- Information Technology in Everyday Use Contexts.
- Information Science.

PERSONAL INTERESTS

- Photography with Mobiles.
- Textures and color on nature.
- Fusion food and slow food.
- Flavor composition and balance.