

Omar Sosa Tzec

Visual Information Designer & Information Architect

CONTACT INFORMATION

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INTERNET <http://tzek-design.com> <http://tinyurl.com/28avfa4>
<http://tzek-design.com/blog> <http://tinyurl.com/2evzuvz>
<http://www.twitter.com/tzek>
<http://www.facebook.com/omitzek>

OBJECTIVE & QUALIFICATIONS

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.

SUMMARY OF QUALIFICATIONS

- Strong ability to ideate a structured solution to a design problem.
- Great skills in visual composition and synthesis.
- Analytic, Reflexive, and Creative.
- Hybrid Education from Sciences and Humanities.
- Capability to conduct research in design.
- High levels in visual, informational, and computer literacy; besides linguistic literacy (in Spanish).
- Adobe's Certificate Visual and Web Communication with Photoshop and Dreamweaver CS4.

EDUCATION

AUGUST 2004 – M.A. in Information Design.
DECEMBER 2006 School of Design. University of the Americas Puebla.

AUGUST 2002 – M.Sc. in Computers and Industrial Mathematics.
DECEMBER 2004 Center for Research in Mathematics.

JANUARY 2001 – Diploma in Creativity in Education.
JULY 2001 Merida Institute of Technology and Institute for Creativity Development.

SEPTEMBER 1996 – B.Sc. in Computer Science.
JULY 2001 School of Mathematics. Autonomous University of Yucatan.

WORK EXPERIENCE

MAY 2007
TO PRESENT

**Coordinator for Communication and Public Relations,
Interactive Center for Information and Learning Resources (CIRIA)
(inside “Innovation and Information Services” staff).
University of the Americas Puebla (UDLAP).**

- Design and management of CIRIA’s visual identity / look and feel, according to UDLAP’s.
- Design and management of advertising campaigns about information resources and services at CIRIA, including the creation of the copy and images (photography composition and illustration).
- Information architecture and interface design for CIRIA’s website.
- Design for the current UDLAP’s institutional seal (since October, 2009).
- Web design and information architecture for the Mexican Association of Antique Books Collections.
- Design and management of digital content for CIRIA’s website, social network spaces, and other diffusion channels such the informative TVs at the lobby of CIRIA.
- Occasional support in interface design for web application developed by the “Innovation and Information Services” staff.
- Editorial and communication design for inner departments.
- Member in the CIRIA’s committee for quality management, including activities such the carry of focus groups and visualizations to communicate their results.
- Coordinator of CIRIA’s participation in institutional expos and fairs.
- Coordinator of CIRIA’s participation in the induction program for new students in the semestre.

MAY 2007
TO PRESENT

Freelancer. Communication Design.

- Corporate Identity.
Naming and corporate design for companies of a variety of products and services, and for other kind of events, like national conferences and academic workshops.
- Publicity.
- Editorial Design.
- Illustration.

JANUARY 2010
TO PRESENT

Casual Advisor. Interaction Design.

- Information Architecture.
- Interface Design.
- User-Centered Design.

RESEARCH EXPERIENCE

- JANUARY 2006 – DECEMBER 2007** **School of Design. University of Americas Puebla.**
Supervisor: M.A. Samuel Cortina Arteaga and M.A. Roberto Holguin Molina (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.
- AUGUST 2003 – AUGUST 2004** **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.
- SEPTEMBER 2001 – JULY 2002** **Mathematics School – Autonomous 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.
- SEPTEMBER 1999 – DECEMBER 1999** **Mathematics School – Autonomous 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.
- SEPTEMBER 1998 – DECEMBER 1998** **Mathematics School – Autonomous 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.
- SEPTEMBER 1997 – JANUARY 1998** **Mathematics School – Autonomous 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.

TEACHING

- FALL 2006 – PRESENT **Projects Workshop I, II and III (Design Methods and Processes).**
Lecturer.
Iberoamerican University.
Diploma in Digital Design (Graduate Program).
- JANUARY 2010 – **Human-Computer Interaction (HCI Design).**
MAY 2010 Lecturer.
Iberoamerican University.
JANUARY 2009 – Bachelor in Arts in Interaction Design.
MAY 2009
- JANUARY 2010 – **Hypermedia Design (Information Architecture).**
MAY 2010 Lecturer.
Iberoamerican University.
AUGUST 2008 – Bachelor in Arts in Interaction Design.
DECEMBER 2008
- AUGUST 2009 – **Schematics (Information Design).**
DECEMBER 2009 Lecturer.
Iberoamerican University.
JANUARY 2007 – Bachelor in Arts in Interaction Design.
MAY 2007
- AUGUST 2009 – **Design for the Net (Web Design, XHTML and CSS).**
DECEMBER 2009 Lecturer.
University of the Americas Puebla.
AUGUST 2008 – Bachelor in Arts in Information Design.
DECEMBER 2008
- JANUARY 2008 – **Information Architecture.**
MAY 2008 Lecturer.
University of the Americas Puebla.
Bachelor in Arts in Information Design.
- AUGUST 2007 – **Human-Computer Interaction.**
NOVEMBER 2007 Teaching Assistant.
University of the Americas Puebla.
Master in Arts in Information Design.
- AUGUST 2006 – **Communication and New Technologies (Introduction to Interface Design).**
NOVEMBER 2006 Lecturer.
Iberoamerican University.
Bachelor in Arts in Interaction Design.

TEACHING (CONT.)

- AUGUST 2006 – DECEMBER 2006 **Electronic Image (Adobe CS Illustrator, Photoshop and Introduction to InDesign).**
Lecturer.
University of the Americas Puebla.
Bachelor in Arts in Information Design.
- JULY 2006 **Introduction to Computational Paradigm (introduction to programming with Processing).**
Lecturer.
Iberoamerican University.
Bachelor in Arts in Interaction Design.

ACADEMIC HONORS

- MARCH 2007 **Cum Laude. Best grade from master's degree, Generation 2007.**
Master in Information Design.
Conferred by University of the Americas Puebla.
- AUGUST 2005 **List of the Dean.**
Granted by University of the Americas Puebla.
- AUGUST 2004 – AUGUST 2006 **Fellowship for Excellence. Graduate Studies.**
Granted by University of the Americas Puebla.
- AUGUST 2002 – AUGUST 2004 **Fellowship for Excellence. Graduate Studies.**
Granted by the Mexican Council for Science and Technology.

MEMBERSHIPS

- 2001 **Bioefficiency Network.**
Founder member.
<http://www.avanzavet.com/bioeficiencia/>
- 2000 – 2001 **Association for Computer Machinery.**
Student Chapter at Autonomous University of Yucatan.
Chair (2001) and Secretary (2000).
- 1997 – 1998 **Youth Association for Sciences Divulgateion.**
Yucatan Chapter.
Associate and Spokesman (1998).
- 1998 **Mexican Association for Computer Sciences.**
Associate.

PUBLICATIONS

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.

[Accessed: Jan. 27, 2010].

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.

[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].

THESIS SUPERVISION

MAY 13, 2010 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.

2nd reader (co-supervisor).

THESIS SUPERVISION (CONT.)

- JANUARY 14, 2010** **Organization of Scientific Data for Divulgation and Teaching applied to an Interpretation Object.**
María Esperanza Dávila Coronado.
Master in Arts in Information Design.
School of Design. University of Americas Puebla.
2nd reader (co-supervisor).
- JANUARY 13, 2010** **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.
- NOVEMBER 2009** **Creation of a Identity and Website for a Mexican Independent Collective of Music and Design.**
Marcela Alcántara Infante, Farah Rescalvo Sánchez.
Bachelor in Arts in Information Design.
School of Design. University of Americas Puebla.
2nd reader (co-supervisor).
- APRIL 18, 2008** **Development of a Web Eco-directory for Mexican Enterprises by the Integration of the Disciplines: Information Architecture, Interaction Design, and Usability.**
Carlos del Salto Carrera.
Bachelor in Arts in Information Design.
School of Design. University of Americas Puebla.
2nd reader (co-supervisor).
- MAY 6, 2005** **Mathematics for Children. Development 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.
2nd reader (co-supervisor).

PRESENTATIONS

- APRIL 29, 2010 **From Design Thinking and a Couple of Sighs.**
Workshop.
5th Business Contact: Evolution of Business.
Model University.
- OCTOBER 15, 2009 **Information Architecture within Strategic Design.**
Lecture.
Art and Design Week.
Unarte, University of Art.
- DECEMBER 2001 – **Web Design.**
JANUARY 2002 Workshop.
School of Mathematics. Autonomous University of Yucatan.
- DECEMBER 2000 **Wavelets and its Application to Computer Science.**
Lecture.
School of Mathematics. Autonomous University of Yucatan.
- MAY 29, 2000 – **1st Workshop on Digital Image Processing.**
JUNE 9, 2000 Workshop.
School of Mathematics. Autonomous University of Yucatan.
- MAY 18, 1999 **Fractals: Mathematics behind Computer Graphics.**
Talk.
Montejo University Center.
- MAY 17, 1999 **Fractals and Computer Graphics.**
Talk.
Piaget School.
- DECEMBER, 1998 **Quantum Computing.**
Talk.
School of Mathematics. Autonomous University of Yucatan.
- MAY 22, 1998 **Induction to Mathematics.**
Course.
School of Mathematics. Autonomous University of Yucatan.
- MAY 18, 1998 **Fractals.**
Talk.
School of Mathematics. Autonomous University of Yucatan.

PRESENTATIONS (CONT.)

- MARCH 26, 1998 **Cryptography: Computational Application from Linear Algebra.**
Talk.
Center for Technological, Industrial and Service Studies (CETis) 8o.
- MARCH 11, 1998 **Cryptography: Computational Application from Linear Algebra.**
Talk.
Center for Technological, Industrial and Service Studies (CETis) 112.
- NOVEMBER 30, 1997 **Cryptography: Computational Application from Linear Algebra.**
Mathematical Applications for Computer Science.
Talk.
1st Forum for Peninsular Youth Research.

WORKSHOPS, SEMINARS, AND COURSES

- APRIL 10 – 12, 2002 **4th Design Conference and Exhibition.**
School of Design. University of Mayab.
- NOVEMBER 2000 **Banamex Award for Evolution in Internet.**
Mexican National Bank (Banxico).
- OCTOBER 18 – 20, 2000 **1st Regional Conference on Computer Science.**
School of Mathematics. Autonomous University of Yucatan.
- OCTOBER 18 – 20, 2000 **Introduction to Cryptography. Workshop.**
School of Mathematics. Autonomous University of Yucatan.
- JULY 3 – 7, 2000 **3^d Workshop on Mathematical Computing.**
Center for Research in Mathematics.
- MAY 8 – 12, 2000 **1st International Workshop on Cryptography.**
Metropolitan Autonomous University – Iztapalapa.
- FEBRUARY 7 – 11, 2000 **Introduction to Gröebner Basis. Course.**
School of Mathematics. Autonomous University of Yucatan.
- MAY 18 – 22, 1999 **Introduction to Programming with Visual Fox Pro. Course.**
School of Mathematics. Autonomous University of Yucatan.
- MAY 17-20, 1999 **Neuronal Networks. Workshop.**
School of Mathematics. Autonomous University of Yucatan.

WORKSHOPS, SEMINARS, AND COURSES (CONT.)

- MAY 18 – 22, 1998** **Computer Vision. Course.**
School of Mathematics. Autonomous University of Yucatan.
- MAY 18 – 22, 1998** **Examples and Counterexamples of Continuous. Course.**
School of Mathematics. Autonomous University of Yucatan.
- MAY 1 – 2, 1998** **Workshop on Skills to Write Scientific Documents. Workshop.**
Youth Association for Sciences Divulgation.
- JUNE 28 – 29, 1997** **Human Relationships. Workshop.**
Youth Association for Sciences Divulgation.
- APRIL 26 – 27, 1997** **Personal Planning. Workshop.**
Youth Association for Sciences Divulgation.

EVENTS ORGANIZATION AND COORDINATION

- 2010, 2008** **Mexican Workshop on Human-Computer Interaction.**
Workshop Webmaster.
- APRIL 22 – 26, 2002** **Mexican International Conference on Artificial Intelligence 2002.**
Organizing Committee Member.
- OCTOBER 9 – 10, 2001** **2nd Conference on Computer Science.**
School of Mathematics. Autonomous University of Yucatan. Organizing Committee Member.
- MARCH 9, 1998** **Sensibility to Research.**
Talks from the Youth Association for Sciences Divulgation, Yucatan Chapter.
Organizer.

LANGUAGES

- SPANISH** Native.
- ENGLISH** 97 pts. (iBT TOEFL).

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.

NON-DESIGN 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.