

Marysol Ortega Pallanez, PhD

Assistant Professor, The Design School

Arizona State University

marysol.ortega.pallanez@asu.edu

EDUCATION

2023 **Ph.D. in Design**

Carnegie Mellon University, Pittsburgh, PA, USA

Dissertation: [“Becoming Resonant in Design: An inquiry into public space exclusion in Hermosillo, Mexico through women-plant relations”](#) Advisors:

Dr. Jonathan Chapman (Carnegie Mellon), Dr. Tania Pérez-Bustos (Universidad Nacional de Colombia) Examiner: Dr. Andrea Botero Cabrera (Aalto University)

2013 **Master of Graphic Design** (Fulbright Scholar)

North Carolina State University, Raleigh, NC, USA

2004 **Bachelor of Graphic Design**

Universidad del Valle de México, Hermosillo, Mexico

ACADEMIC APPOINTMENTS

2023–PRESENT **Assistant Professor**

Arizona State University, The Design School,
Herberger Institute for Design and the Arts | USA

- Senior Global Futures Scholar, Julie Ann Wrigley Global Futures Laboratory

2019–2020 **Adjunct Faculty**

Carnegie Mellon University, Human Computer Interaction Institute | USA

- Taught foundational principles, methods, and concepts of Interaction Design
- Taught conversation theory and guided students to create prototypes for Conversational User Interfaces

2018–2022 **Teaching Fellow**

Carnegie Mellon University, School of Design, College of Fine Arts | USA

- Prepared students on how to think critically about design theory and practice
- Guided students' learning experiences about how identity shapes their designs
- Facilitated cross-cohort collaboration between MDes and PhD students

2009–10 **Adjunct Faculty**

TecMilenio University, School of Arts, Culture and Humanities | Mexico

PROFESSIONAL PRACTICE

2021-2024

DesignOps Consultant

Encora | Mexico

- Establishing the organizational structure of the design team
- Creating a Career Path Framework based on the team ethos
- Formulating processes and support mechanisms for career progression

2015-18

Senior Interaction Designer

Fjord / Accenture Song | Stockholm, Sweden & Copenhagen, Denmark

- Drove service and experience strategy and interaction design
- Led participatory and iterative design research and created design prototypes
- Established the Interaction Design Practice in the Copenhagen studio

2014-15

UX Design Consultant

Nearsoft Inc. (now Encora Mexico) | Hermosillo, Mexico

2010-11

Co-founder

Datashelves | Mexico

2009-11

UX Designer

Nearsoft Inc. (now Encora Mexico) | Hermosillo, Mexico

2006-09

UX Designer

Freelance Design Consultant | Hermosillo, Mexico

2005-06

E-Business Consultores

Designer for digital government services | Hermosillo, Mexico

PUBLICATIONS

2024

Ortega Pallanez, M. (in press). Weaving Convivial Threads in Decolonization and Knowledge in Design. *Diseña*, (25)

Ortega Pallanez, M. (in press). Resensing Visions: A Convivial Approach to Future-Making in Global South Contexts. *World Futures Review*, 16(1)

Ortega Pallanez, M. (in press). Healing our Designing: Practices of Care for Human and More-than-Human Relations. *DRS2024: Boston*, 24 June - 28 June, Boston, USA.

Ortega Pallanez, M., Juri, S., Bosch Gómez (in press). Convergendo Abordajes al Diseño para las Transiciones: Reflexiones sobre Conceptos, Prácticas e Implicancias en Contextos Latinoamericanos. *Cuadernos del Centro de Estudios de Diseño y Comunicación*.

- 2022 Bosch Gómez, S., Ortega Pallanez, M., & Dorn, E. (2022). [Diseño para la Transición: Entretejiendo saberes por medio de la conversación.](#) *Cuadernos del Centro de Estudios de Diseño y Comunicación*, (157), 65–86.
<https://doi.org/10.18682/cdc.vi157.6845>
- 2021 Juri, S., Zurbriggen, C., Bosch Gómez, S., & Ortega Pallanez, M. (2021). [Transition Design in Latin America: Enabling Collective Learning and Change.](#) *Frontiers in Sociology*, 6, Article 725053. <https://doi.org/10.3389/fsoc.2021.725053>
- 2020 Ortega Pallanez, M. (2020). [Get Out The Vote Annotated Bibliography.](#) *Miller Institute for Contemporary Art*.
<https://miller-ica.cmu.edu/varia/get-out-the-vote-annotated-bibliographies>
- Bosch Gómez, S., Juri, S., Mata-Marín, S., & Ortega Pallanez, M. (2020). [Generating a Participatory Design Pluri-Glossary.](#) *Proceedings of the 16th Participatory Design Conference 2020 - Participation(s) Otherwise - Volume 3*. 497–499.
- 2019 Ortega Pallanez, M. (2019). [Hand-making as the Interplay of the Personal and the Collective in Designing Transitions.](#) *The Design After: Cumulus Conference Proceedings Bogota 2019*, 675–685. <http://cumulusbogota2019.org/cumulus-conference-proceedings-bogota-2019.pdf>
- Bosch Gómez, S. & Ortega Pallanez, M. (2019). Civic Design & Policy. In B. Hanington & B. Martin (Authors), [Universal Methods of Design: 125 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions.](#) (pp. 40–41). Rockport Publishers.
- 2019 Bosch Gómez, S. & Ortega Pallanez, M. (2019). Service Blueprint. In B. Hanington & B. Martin (Authors), [Universal Methods of Design: 125 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions.](#) (pp. 196–197). Rockport Publishers.
- Bosch Gómez, S. & Ortega Pallanez, M. (2019). Service Design. In B. Hanington & B. Martin (Authors), [Universal Methods of Design: 125 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions.](#) (pp. 198–199). Rockport Publishers.
- 2013 Ortega Pallanez, M. (2013). [Social Play and Bimanual Activities through Interactive Experiences for Children with Cerebral Palsy.](#) 5th International Congress of

International Association of Societies of Design Research 2013. Consilience and Innovation in Design: Proceedings and Program

TEACHING EXPERIENCE

GRADUATE

Arizona State University

FALL 2024 Advanced Visual Communication Design Studio III

SPRING 2024 Advanced Visual Communication Design Studio IV

Carnegie Mellon University

FALL 2019/20/21 PhD Seminar Design Theory & Practice, co-taught with Dan Lockton (2019 and 2020) and Dina El-Zanfaly (2021)

MDes Seminar 3: Advanced Interaction & Service Design Concepts, co-taught with Dan Lockton (2019 and 2020) and Dina El-Zanfaly (2021)

FALL 2019/20 Interaction Design Overview, co-taught with Karen Kornblum

SPRING 2020 PhD and MDes Transition Design Seminar, co-taught with Gideon Kossoff

UNDERGRADUATE

Arizona State University

FALL 2023 Senior Studio: Motion Graphics and Interaction Design, co-taught with Scott Curtis and Amy Robinson

Carnegie Mellon University

SPRING 2019/20/21 Cultures, co-taught with Ahmed Ansari (2019), Hajira Qazi (2019–2021), and Esther Kang (2021)

SPRING 2019/20 Design Research Methods, co-taught with Eugenia Perez (2019) and Donna Maione (2020)

TecMilenio University

FALL 2009/10 Senior Studio: Web-based application development

Seminar: Graphic Design History and Theory

SPRING 2010 Senior Studio: Web-based application development

First Year Studio: Visual Representation Techniques for Graphic Designers

EXECUTIVE EDUCATION

Monterrey Institute of Technology and Higher Education

- SUMMER 2020 Transition Design Course: Design for Systems-level Change, co-taught with Terry Irwin and Gideon Kossoff. Part of the Update Courses in the Disciplines (CADi) program to contribute to faculty's renewal of disciplinary knowledge.

TEACHING AND ACADEMIC DEVELOPMENT

- 2018-2022 Future Faculty Program from the Eberly Center, Teaching Excellence & Educational Innovation. Carnegie Mellon University

LECTURES, TALKS AND INTERVIEWS

TALKS

- 2024 Fika-seminar, *Design after Progress: Reimagining Design Histories and Futures*. Linnaeus University, Sweden.
- 2022 VII International Virtual Colloquium of Design Researchers, Commission 15 *Diseño en Perspectiva*. University of Palermo, Argentina
- AIGA Design Leadership and Advocacy Conference, *Transition Design: A Catalyst Toward Sustainable and Equitable Futures*, Washington D.C.
- 2020 Interuniversity Design Workshop (TUiD) 3rd Edition, *La Emergencia (de lo) Común*, Mexico City, Mexico
- 2013/14 Nearsoft Talks, *Cualquiera Puede Cocinar Diseñar*. Hermosillo, Mexico

INTERVIEWS

- 2022 Andrea Benatar. Making, Made Local. *My Liveable City Magazine International Edition Vol.8 Issue 2 "Focus on Local Identity,"* 10-11
- Jarret Fuller. [BIPOC MGXD](#). *MGXD Bulletin: Special Edition*. North Carolina State University, Master of Graphic Design and Experience Program, 27-29
- 2020 Mariana Salgado. [Episode 125. Diseño en transiciones \(México/EEUU\)](#). *Diseño y Diáspora* [Podcast]
- Virginia Brussa. *Humanidades Digitales: Glosarios Temáticos. Argentine Association of Digital Humanities.*

GUEST LECTURES

- 2024 Design for Sustainable Development, Arizona State University
- 2023 Visual Communication Design Research, Arizona State University
- 2022 PhD Seminar Design Theory & Practice, Carnegie Mellon University
- MDes Seminar 3: Advanced Interaction & Service Design Concepts, Carnegie Mellon University
- 2021 Design for Transitions: Systemic Approach to Complex Problems, SARAS Institute, Laboratory for Transitions. Interdisciplinary Space, University of the Republic of Uruguay
- Design Matters 3, Appalachian State University
- 2020/21 MDes Research Methods for Design Seminar, Carnegie Mellon University
- 2020 Special Topics in Graphic Design, Montana State University
- 2018/19/20 How People Work, Carnegie Mellon University

CONFERENCES

FACILITATED WORKSHOPS

- 2024 Design Research Society DRS 2024, Boston. *What is the status of Design for Policy?* with Scott Schmidt, Natalia Villaman, Sofía Bosch Gómez, Luis García, Brian Morgan, Francesco Leoni, and Diana Pamela Villa Alvarez.
- ASU Smart Region Summit: AI and the future of the city. Breakout Session: *Reimagining AI for Life-Sustaining Cities with Integrated Capitals* with Wanda Dalla Costa
- 2022 Design Research Society DRS2022 Bilbao. Workshop #24: *Collaging Pluralistic Futures: A Method to Leverage Creativity of Uncommon Wisdoms* with Silvana Juri and Sofía Bosch Gómez
- PhD and MDes Seminar. *Collaging Pluralistic Futures: A Method to Leverage Creativity of Uncommon Wisdoms* with Silvana Juri, Carnegie Mellon University
- 2021 Institute For The Future (IETF) Ten-Year Forecast Summit: New Operational Environment. *Transition Design and Foresight* with Silvana Juri and Jorge Camacho

Design for Transitions: Systemic Approach to Complex Problems, *Making Future Worlds*, SARAS Institute, Laboratory for Transitions. Interdisciplinary Space, University of the Republic of Uruguay

- 2014 Nearsoft Talks, *Cualquiera Puede Cocinar Diseñar: Aprendiendo a Pensar como Diseñador*. Hermosillo, Mexico.

PANEL PARTICIPATION

- 2021 American Anthropological Association (AAA) Annual Meeting “Trust and Responsibility.” Panel: *Truth in Craft and Crafting Truths: Translating Sensory Qualities to Artisan Goods*. Baltimore, MD

Society for Social Studies of Science (4S) Annual Meeting. Panel #198: Session I – *Materialities, Textiles, Making, Mending & Inventing*. Toronto, Canada

Relations of Care Across and After Worlds Conference. Panel: *Ecologies of More Than Human Care*. Ethics of Care Initiative, University of Wisconsin-Madison

- 2020 Institute For The Future (ITFF) Ten-Year Forecast Summit: Toward Future Readiness. *Foresight + Design: State of the Fields*.

reDiseño Sistémico Vol.03: Transmitir para Transferir. *Aprendizajes y buenas prácticas para facilitar y enseñar sobre Transition Design y Circular Economy*. Mexico City, Mexico

FACILITATED CONVERSATIONS

- 2024 Design Research Society DRS 2024, Boston. *Designing for Transitions and Transformations: Resistance, Recovery, Reflection, and Reimagination* with Femke Coops, Dan Lockton, İdil Gaziulusoy, Cameron Tonkinwise, Joanna Boehnert, Anya Overdiek, Ida Nilstad Pettersen, Alma Leora Culén, and Silvana Juri

- 2021 North American PhD by Design Symposium Workshop: *PhDs in Design (Re)Forming Knowledge, Practices and Boundaries* with Silvana Juri, Sofía Bosch Gómez, Alex Polzin, and Erica Dorn

- 2020 Participatory Design Conference 2020: Participacion(es) Otras. *Conversatorio / C2: Generando un Pluri-Glosario para Diseño Participativo* with Silvia Mata-Marin, Sofía Bosch Gómez and Silvana Juri

GRANTS, RECOGNITION, AND HONORS

- 2023 Co-Principal Investigator, *Gifts for Tempe: A care-full start to placemaking with residents*, The Herberger Research Council: \$5,000
- 2023 ASU start-up award: \$10,000
- 2021 School of Design Merit Award: PhD Cohort, Carnegie Mellon University
- 2020 Residency-in-Your-Room Fellowship: Juried grant from the Carnegie Mellon University Frank-Ratchye STUDIO for Creative Inquiry, for *Design in Transition/Diseño en Transición* podcast
- 2018–2020 School of Design Teaching Fellowship, Carnegie Mellon University
- 2014 Game and Development Semifinalist, Adobe Achievement Awards (ADAA) for *Multiplayer Interactive Experiences for Children with Cerebral Palsy* game
- 2013 Graphic Design Graduate Faculty Award for Academic Excellence, North Carolina State University
- 2011–2013 Fulbright Scholarship for Graduate Studies, United States-Mexico Commission for Educational and Cultural Exchange, Program "Fulbright-García Robles"
- 2010 Excellence in Teaching Award, Recognition of Excellence of Instruction and Contribution to Academic Quality. Universidad TecMilenio, Hermosillo, Mexico.
- 2003 Student Excellence Exchange Scholarship Trilateral Consortium on Capacity Building in Community Rehabilitation and Disability Studies, Canada/Mexico/USA
- 2000–2004 Maldonado Foundation Scholarship, Hermosillo, Mexico

SERVICE ACTIVITIES

- 2019–ONGOING Creator and Host, *Design in Transition/Diseño en Transición* Podcast. A bilingual Spanish/English podcast on designing for systems-level change toward more sustainable and equitable futures. Co-hosted with Sofía Bosch Gómez, Silvana Juri and Erica Dorn
- 2024 Design Research Society DRS 2024, Boston, track co-chair: *Designing (for) Transitions and Transformations: Imagination, Climate Futures, and Everyday Lives*
- Peer Reviewer, Design Research Society DRS 2024, Boston

- 2023 Peer Reviewer, ACM SIGCHI Conference on Designing Interactive Systems (DIS)

- 2021 Organizer, *Siendo Desierto* embroidery exhibition, Hermosillo, Mexico

- 2021 Co-designer, Redesign of Undergraduate Design Studies foundational course series, School of Design, Carnegie Mellon University

- 2019 Member, Diversity, Equity, and Inclusion Committee in the College of Fine Arts, Carnegie Mellon University

- 2019 Peer Reviewer, ACM CHI Conference on Human Factors in Computing Systems

- 2016 Mentor, Global Change Award H&M Foundation, Stockholm, Sweden

- 2014 Mentor, Startup Weekend, Hermosillo, Mexico

- 2014-2016 Creator and Host, UX Clinic Program and Vlog. I led a design team to support emerging companies applying for the program with our design expertise. Co-hosted with Diana Arvayo, Denisse Gutiérrez, Miguel Medina, and Misael León.

- 2012 Mentor, Design Collaborative Charette, North Carolina State University

- 2011 Co-organizer, Proposal + Symposium = PROPOSIUM, North Carolina State University

- 2008-2014 Chapter Creator and Community organizer, HMODevHouse, a local chapter of SuperHappyDevHouse, a monthly event for hackers and thinkers

- 2003 Co-organizer, Creactivo Design Conference, *Giro de Ideas*. Universidad del Valle de México, Hermosillo, Mexico