

## **G. Mauricio Mejía, MDes, PhD**

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ResearchGate: [https://www.researchgate.net/profile/G\\_Mauricio\\_Mejia](https://www.researchgate.net/profile/G_Mauricio_Mejia)  
Portfolio: <https://www.mauricio-mejia.com>  
LinkedIn: <https://co.linkedin.com/in/gmmejia>  
Twitter: <https://twitter.com/mmejiamirez>

### **EDUCATION**

**Ph.D. Design** (2013).  
University of Minnesota, Twin Cities, USA.

**MDes. Visualization** (2010).  
University of Cincinnati, USA (*Fulbright grantee*)

**B.F.A. Industrial Design** (1998).  
Universidad Autónoma de Manizales, Colombia

### **ACADEMIC APPOINTMENTS**

**Associate Professor** (2014 – present).  
Department of Visual Design. University of Caldas, Manizales, Colombia.

**Assistant Professor** (2009 – 2014).  
Department of Visual Design. University of Caldas, Manizales, Colombia.

**Instructor** (2006 – 2009).  
Department of Visual Design. University of Caldas, Manizales, Colombia.

**Instructor** (2003 – 2006)  
Department of Design. University of Cauca, Popayán, Colombia

### **PUBLICATIONS**

#### Refereed journal articles

**Mejía, G.M.** & Longo, B. (forthcoming). Rhetorical appeals of viral videos for environmental and social communication. *Visual Methodologies*.

**Mejía, G. M.**, Benjumea, M. V., Escandón, P. A., Roldán, A. F., & Vargas, A. M. (forthcoming). Factores asociados a los hábitos y conductas de personas con sobrepeso [Factors associated to habits and behaviors of overweight individuals]. *Perspectivas en Nutrición Humana*.

De la Cruz, L. A. & **Mejía, G.M.** (2017). Reflective didactic strategy to integrate semiotic theory and creative practice in graphic design education. *Art, Design & Communication in Higher Education 16 (1)*, pp. 83-97.

Gallego, J. D. & **Mejía, G.M.** (2017). Elementos de diseño que afectan la autoeficacia y la accesibilidad en las interfaces web para el adulto mayor [Design elements that influence self-efficacy and accessibility in web interfaces for elders]. *Revista Kepes 14*, pp. 219-249.

**Mejía, G. M.** & Chu, S. (2014). A model for visual communication design: Connecting theories of rhetoric, literacy, and design. *The Design Journal 17 (1)*, pp. 29-44.

Gúzman, J. A. & **Mejía, G. M.** (2014). Apropiación de la realidad aumentada en comunidades de práctica de videojugadores [Augmented reality appropriation in a gamer community of practice]. *Revista Iconofacto 10 (15)*. p. 93-107.

**Mejía, G. M.** (2013). Visual intelligence and mood in visual communication design. *Information Design Journal 20 (1)*, p. 47-57.

Zender, M. & **Mejía, G. M.** (2013). Improving Icon Design: through focus on the role of individual symbols in the construction of meaning. *Visible Language 47 (1)*, p. 66-89.

Chu, S. & **Mejía, G. M.** (2012). Interactive learning for graphic design foundations. *E-Learning and Digital Media Journal 9 (4)*, p. 345-355.

#### Book chapters

Londoño, F.C., **Mejía, G.M.** (2012). Diseño de Juegos para el Cambio Social [Game Design for Social Change]. In Londoño, F.C., et al. (Eds.) *Videojuegos, Diseño y Ciudadanía [Videogames, Design, and Citizenship]*. Manizales, Colombia: Universidad de Caldas.

**Mejía, G. M.**, Londoño, F. C., & Escandón, P. A. (2011). Social and citizenship competencies in a multiuser virtual game. In Mura, G. (Ed.) *Metaplasticity in Virtual Worlds: Aesthetics and Semantics Concepts* (p. 266-280). Hershey, PA: IGI Global.

**Mejía, G. M.** (2006). Investigación de audiencias en los proyectos de diseño de interfaz [Audience research for interface design projects]. In Chaparro, F. (Ed.) *La Investigación en Diseño Gráfico. [The Research in Graphic Design]*. Bogotá, Colombia: Ed. Universidad Nacional de Colombia.

#### Refereed presentations and conference proceedings

Jaramillo, J., Burbano, A., Londoño, F., and **Mejía G. M.** (2017). *Proceedings 23rd International Symposium on Electronic Arts - ISEA2017*. Manizales, Colombia: Universidad de Caldas.

**Mejía G. M.**, Malina, R. & Roldán, A. F. (2017). Towards an Inventory of Best Practices for Transdisciplinary Collaboration. Paper presented in *23rd International Symposium on Electronic Arts - ISEA2017*. Manizales, Colombia: Universidad de Caldas.

Villegas, C., **Mejía G. M.** & Velásquez, J. P. (2017). Motivation in Design Strategies for Behavior Change. Paper presented in *23rd International Symposium on Electronic Arts - ISEA2017*. Manizales, Colombia: Universidad de Caldas.

**Mejía G. M.** & Chu, S. (2014). "Rhetorical ability": reason, emotion, and character as heuristics for evaluation of efficacy in design. Paper presented in *9th International Conference Design & Emotion 2014*. Bogotá, Colombia: Universidad de los Andes / Design & Emotion Society.

Chu, S. and **Mejía G. M.** (2013). Application of Rhetorical Appeals in Interactive Design for Health. *15th International Conference on Human-Computer Interaction*. Las Vegas, NE: HCI International.

**Mejía G. M.** & Longo B. (2012). Web-based visual communication for social criticism: Powerful design. Paper distributed in *Second ISA Forum of Sociology: Social justice and democratization*. Buenos Aires, Argentina: International Sociological Association.

Bruin, M., Chu, S., Riha, J., Smoot, A., & **Mejía, G. M.** (2012). Smart Housing: An Intelligent Environment for Aging Independently. Paper presented in *First International Smart Design Conference*, Nottingham, U.K: Nottingham Trent University.

**Mejía, G. M.** & Zender, M. (2009). Intelligence assessment for visual information design research. Paper presented in *3rd IASDR Conference: International Associations of Societies of Design Research*. Seoul, Korea: IASDR.

#### Other presentations

Duque, A. B., **Mejía, G. M.**, & Velásquez J. P. (2017). Comunicación para el cambio de comportamientos [Communication for Behavior Change]. *4to Seminario Internacional en Educación para la Sostenibilidad Comunitaria*. Manizales, Colombia: Universidad Católica de Manizales.

**Mejía, G. M.**, Velásquez J. P. & Duque, A. B. (2017) Applying behavioral economics to design effective products. *1st World Design Summit*. Montreal, Canada: Ico-D, IFHP, & IFLA.

**Mejía, G. M.** (2017). Doctoral Design Education in Latin America. *Ico-D Platform Meetings*. Montreal, Canada: Ico-D.

Velásquez, J. P. & **Mejía G.M.** (2017). Articulación de las estrategias de cultura ciudadana con principios y métodos del diseño para el cambio de comportamiento [Articulation of citizen culture strategies with principles and methods of design for behavior change]. Paper presented in *16th Festival Internacional de la Imagen*. Manizales, Colombia: Universidad de Caldas.

Gallego Giraldo, C. & **Mejía G.M.** (2017). La transformación organizacional como proceso diseñístico [Organizational transformation as a designerly process]. Paper presented in *16th Festival Internacional de la Imagen*. Manizales, Colombia: Universidad de Caldas.

Escandón, P. A. & **Mejía G.M.** (2017). Evaluación heurística aplicada a estrategias de diseño para el cambio de comportamientos [Heuristic evaluation applied to design strategies for behavior change]. Poster presented in *16th Festival Internacional de la Imagen*. Manizales, Colombia: Universidad de Caldas.

Gallego, J.D. & **Mejía G. M.** (2015). Entender que elementos y estrategias de diseño interactivo aumentan la autoeficacia del adulto mayor. [Understanding interactive design elements and strategies that increase self-efficacy of elders] *XIV Festival Internacional de la Imagen*. Manizales, Colombia: Universidad de Caldas.

Gallego, J.D. & **Mejía G. M.** (2014). El Diseño para la inclusión social digital en el adulto mayor [Design for social digital inclusion of elders]. Paper presented in *II Congreso Internacional de Sociología*. Medellín, Colombia: Universidad Pontificia Bolivariana.

Gallego, J.D. & **Mejía G. M.** (2014). La accesibilidad en la web para el adulto mayor: un estudio exploratorio [Web Accessibility of elders: A exploratory study]. Paper presented in *XIII Festival Internacional de la Imagen*. Manizales, Colombia: Universidad de Caldas.

Bruin, M., Riha, J., Chu, S., Smoot, A. & **Mejía, G.M.** (2011). Smart house: baby boomers transform a home. Paper presented in *45th Annual HERA Conference "Looking back to the Future."* Baton Rouge, LA: Housing Education and Research Association.

**Mejía, G. M.** & Zender, M. (2010). Visual communication design for human differences and needs: A challenge of inclusion for social progress. Paper presented in *1st International Congress of Design and Innovation of Catalonia*. Barcelona, Spain: Universitat Ramon Llull.

**Mejía, G. M.** & Londoño, F. C. (2010). Design issues in serious games for children's learning. Paper distributed in *Designing for Children Conference*. Mumbai. India: Indian Institute of Technology.

**Mejía, G. M.** (2008). Diseño de videojuego para el aprendizaje en competencias ciudadanas [Videogame design for citizen competencies learning]. Paper presented in *7th Festival Internacional de la Imagen*. Manizales, Colombia: Universidad de Caldas.

#### Manuscripts in submission

**Mejía, G. M.**, Escandón, P. A., Roldán, A. F. & Velásquez, J.P. (Book under review). Diseño para la salud: Arquitectura de la elección para el control del sobrepeso y la obesidad [Design for health: Choice architecture for obesity prevention]. Submitted to Editorial Universidad de Caldas.

#### Manuscripts in preparation

**Mejía, G. M.** & Velásquez J. P. (Working in second version). Designing for nudging: Can behavioral economics inform design decision-making? To be submitted to *She Ji: The Journal of Design, Economics, and Innovation*.

Roldán, A. F. & **Mejía, G. M.** (in preparation). Design leaders' criteria for selection of designers in collaborative work. To be submitted to *CoDesign Journal*.

**Mejía, G. M.** & Chu, S. (in preparation). Exploring rhetoric theory in persuasive design: A mobile web application for obesity prevention. To be submitted to ACM SIGCHI conference or HCI journal.

**Mejía, G. M.**, Escandón, P. A. & Roldán, A. F. (in preparation). Evaluation as a collaborative design tool. To be submitted to *CoDesign Journal*.

## HONORS AND AWARDS

**Outstanding Graduate Student Award (2013)**

College of Design. University of Minnesota, Twin Cities.

**Summer Advanced Research Program Fellow (2013)**

Clinical and Translational Science Institute. University of Minnesota, Twin Cities.

**Buckman Fellowship in Leadership and Philanthropy (2012-2013)**

University of Minnesota, Twin Cities.

**Fulbright Grant (2008 – 2010)**

Degree grant for Master of Design at University of Cincinnati.  
US Department of State and Colombian Government

**Outstanding International Graduate Student Award (2010)**

University of Cincinnati

**Outstanding Master of Design Student (2010)**

College of Design, Art, Architecture and Planning. University of Cincinnati.

**Graduate Student Summer Fellowship (2009)**

Graduate School, University of Cincinnati.

**Outstanding faculty award (2008)**

University of Caldas, Colombia.

## GRANTS

**G. Mauricio Mejía (PI), M. Victoria Benjumea, Felipe C. Londoño (2015 - 2017).**

Application of Behavioral Design in Obesity Reduction Strategies. Grant Colombian Department of Science and Technology COLCIENCIAS. USD\$100.000.

**G. Mauricio Mejía (PI), M. Victoria Benjumea, Felipe C. Londoño (2014 - 2016).**

Design Strategies for Social Change: Obesity Prevention. University of Caldas. Grant Office of Research University of Caldas. USD\$40.000.

**G. Mauricio Mejía (2013) Clinical and Translational Science Institute Summer Fellowship.**

University of Minnesota, Twin Cities. USD\$4.300.

**G. Mauricio Mejía (2012-2013) Buckman Fellowship in Leadership and Philanthropy.**

University of Minnesota, Twin Cities. USD\$1.000.

**G. Mauricio Mejía (2012) Graduate student grant. Department of Design, Housing, and**

Apparel, University of Minnesota, Twin Cities. USD\$1.440.

**G. Mauricio Mejía (2009). Intelligence and Mood Effects in Universality of Information**

Design. Graduate Student Summer Fellowship University of Cincinnati. USD\$3.000

**G. Mauricio Mejía (PI), Felipe Londoño, Liliana Villegas, and Carlos Cuesta (2007 – 2011).**

Creation of Serious Game for Social and Citizenship Competencies in Colombia.

Grant Colombian Department of Science and Technology COLCIENCIAS. USD\$110.000.

## TEACHING

### University of Caldas, Colombia

Research Seminar [*Graduate*] (Fall 2017, spring 2017, Fall 2016, spring 2016, Fall 2015)  
Advanced Topics in Design and Creation [*Graduate*] (Fall 2017, Fall 2016)  
Design Foundations Studio (Fall 2017, Fall 2013, Fall 2007, Fall 2006)  
Design, Art, Science, and Technology [*Graduate*] (Spring 2017, Fall 2016)  
Design and Cognition (Spring 2017, Summer 2016)  
Strategic Design Studio (Spring 2016, Fall 2014)  
Design Research Problems [*Graduate*] (Fall 2014)  
Interaction Design Studio (Spring 2014, Spring 2008, Spring 2007, Spring 2006)  
Theory of Perception (Spring 2014)  
Wayfinding studio (Fall 2013)  
Environmental graphics studio (Fall 2013, Spring 2008, Spring 2007, Spring 2006)  
Interface Design (Spring 2008, Fall 2007, Fall 2006, Spring 2006)  
Information Design (Fall 2006)

### University of Minnesota, Twin Cities

Computer Applications I: Digital Composition for Design [*sole instructor*] (Fall 2011)  
Introduction to Design Thinking [*TA*] (Fall 2010, Spring 2011, Spring 2012)

### University of Cincinnati

Foundations Studio Space [*TA*] (Spring 2010)  
Foundations Studio Form [*TA*] (Winter 2010)  
Foundations Studio Color [*TA*] (Fall 2009)

### University of Cauca, Colombia

Multimedia Studio (Fall 2005, Spring 2005, Fall 2004, Fall 2003)  
Digital Graphics (Fall 2005, Spring 2004, Fall 2003)  
Computer Assisted Design (Spring 2005)  
Web design (Fall 2004, Spring 2004, Fall 2003)  
Scripting Languages (Fall 2004)  
Engineering Design [*College of Engineering*] (Fall 2004)  
3D Animation (Spring 2004)

## RESEARCH ASSISTANT EXPERIENCE

Sauman Chu [PI] **G. Mauricio Mejía** [*RA – Design research*] (2012 – 2013). Interactive Design for Health. University of Minnesota, Twin Cities.

Theodore Christ [PI] **G. Mauricio Mejía** [*RA – Design research and interaction design*] (2011 – 2012). Formative Assessment System for Teachers. University of Minnesota, Twin Cities.

Marilyn Bruin [PI] **G. Mauricio Mejía** [*RA – Design research and interaction design*] (2010 – 2011). Smart House, Livable Community. University of Minnesota, Twin Cities.

Mike Zender [PI] **G. Mauricio Mejía** [*Collaborator – Data analysis*] (2010). Context: A Principle for Symbol Design. University of Cincinnati.

Mike Zender [PI] **G. Mauricio Mejía** [*RA – Design research and information design*] (2008 – 2010). Visualization of Medical Concepts. University of Cincinnati.

Oscar Fernández [PI] **G. Mauricio Mejía** [*RA – Design research and data analysis*] (2009 – 2010). Symbol Design Clarity and Comprehension. University of Cincinnati.

## **GRADUATE STUDENT ADVISING**

### MS Design, University of Caldas. Thesis chair

Juan P. Ortigón (ongoing). Topic: *Speculative Design*.

L. Arturo de la Cruz (2016). Title: *Didactic strategy of applied semiotics in graphic design education*.

Alejandra Restrepo (2014). Title: *Assessment of Eco-efficiency based on Usability of Colombian Government Websites*.

J. Alejandro Guzmán (2011). Title: *Appropriation of Augmented Reality Interfaces by a Players' Collective in the City of Pereira*.

### PhD in Design, University of Caldas. Thesis chair

Juan P. Velásquez (ongoing). Topic: *Strategic design and citizenship culture*.

Andrés F. Roldán (ongoing). Topic: *Designers' profiles for codesigning in the ideation stage*.

Paula A. Escandón (ongoing). Topic: *Heuristic evaluation in design for behavior change*.

Juan D. Gallego (2016). Title: *Design principles in web interfaces to increase technological self-efficacy of elders*.

## **PROFESSIONAL EXPERIENCE**

### **Freelance and consultant in design** (2013 – 2017)

Clínica Vita, Colombia (2017) *Web design*.

ClearVoice Technologies LLC, Minnesota (2016). *Web design*

FastBridge Learning LLC, Minnesota (2015 - 2016). *Interaction design and front-end development*

Reflection Sciences LLC, Minnesota (2015). *Web design*

FAST Program Universidad de Minnesota (2013-2015) *Interaction Design and front-end development*

AMH RFID, Minnesota (2013) *Web design and motion graphics*

### **Multimedia Director** (2002 – 2003)

Viónica S.A. Manizales, Colombia

**Web designer** (2001)

Data & Service Ltda. Manizales, Colombia.

**Multimedia designer** (2000)

Quántica S.A. Manizales, Colombia.

**Multimedia designer** (2000)

Pantalla Interactiva S.L. Madrid, Spain.

## **SERVICE**

### Disciplinary service

**Symposium Subcommittee member**, ISEA International (2017 – present)

**Programs peer reviewer**, Ministry of Education of Colombia (2015 – present).

Review of programs for certification.

**Research reviewer**, Colombian department of Science and Technology (2013-2017).

Review of projects from different universities and thesis reviewer in graduate programs.

**Deputy director and academic chair**, FII2018 International Image Festival. University of Caldas (2017-2018)

**Deputy Director**, ISEA2017 International Symposium on Electronic Arts. University of Caldas (2016-2017)

**Panel organizer** (with Roger Malina and Andrés Roldán), Training Methods for Transdisciplinary Collaboration at ISEA2017, Manizales.

**Workshop organizer** (with Roger Malina and Andrés Roldán), Co-creating and critiquing Training Methods for Transdisciplinary Collaboration at ISEA2017, Manizales.

**Reviewer** Universidad y Salud Journal, 2017.

**Reviewer** Arquetipo Journal, 2017.

**Reviewer** Visible Language Journal, 2013.

**Reviewer** Kepes Journal.

### Departmental service

**PhD in Design and Creation program director**, University of Caldas. (2015 – present)

**Masters of Design Curricular Committee**, University of Caldas (2015 – present)

**Online certificate in Media Arts, academic coordinator**, University of Caldas / University of Chile / National University of Córdoba. (2015-present)

**Graduate student representative in graduate faculty meetings**, Department of Design, Housing, and Apparel, University of Minnesota (2012-2013)

**Member of Ad Hoc Committee** for Alternative to Design Graduate Program Preliminary



Written Exams, Department of Design, Housing, and Apparel, University of Minnesota (2013)

University service

**Information technology advisor**, Office of the president University of Caldas, 2015.

## **LANGUAGES**

**Spanish:** speaking (native) | writing (native) | reading (native)

**Portuguese:** speaking (basic) | writing (good) | reading (fluent)