

Sebastian P. Rodriguez

Curriculum Vitae

s.rodriguez@mail.utoronto.ca • www.srod.ca • github/seb646 • linkedin/seb646

EDUCATION

2024 Bachelor of Information in Human-Computer Interaction
University of Toronto, Faculty of Information

AWARDS & GRANTS

2022 Undergraduate Research Fellowship Award, Critical Digital Humanities Initiative (CDHI), University of Toronto
2021 Digital Humanities Learning Community Grant, Critical Digital Humanities Initiative (CDHI), University of Toronto (with Dr. Jennifer Ross & Arun Jacob)
2021 Best Paper Award, Department of Historical Studies, University of Toronto
2019 Scholars Award, University of Toronto
2019 Entrance Award, University of Toronto
2019, 2017 Gold Medal, Columbia Scholastic Press Association, Columbia University

REFEREED PUBLICATIONS

2022 Rodriguez, S. "The United States of Surveillance: A Review of America's Mass Surveillance Laws, Programs, and Oversight." *IDEAH*, 3(2).
<https://doi.org/10.21428/f1f23564.f20c77b2>

RESEARCH INTERESTS

Human-computer interaction: deceptive design (dark patterns); persuasive technology; cognitive biases in UX design; accessibility & universal design; and usability heuristics.

Digital sociology: surveillance capitalism; digital consumerism; participatory culture; technology's power, privilege, and access; data privacy & security; mass surveillance; sousveillance; digital literacy and pedagogy; and critical digital humanities.

RESEARCH EXPERIENCE

University of Toronto

- 2023–Present Research Assistant
 Research in Science Education (RISE) Lab
 Supervisor: Dr. Fiona Rawle
- Incoming research assistant for Summer 2023. Responsible for developing the lab’s website, which will host research and resources for science education. The website will include microsites aimed at explaining misconceptions in scientific research and education.
- 2022–Present Research Assistant
 Failure: Learning in Progress (FLIP)
 Supervisor: Dr. Fiona Rawle
- Developed a website hosting resources that help students embrace, learn, and bounce back from failure. Conducted user research and usability testing to understand the project’s audience and tailor the experience around their needs.
- 2022 Research Fellow
 Critical Digital Humanities Initiative (CDHI)
 Supervisor: Dr. Dan Guadagnolo
- Performed a critical literature review of deceptive design—the manipulative tactics used in design, marketing, and software development. Developed a website used to teach over 800 undergraduate students to identify and contextualize the practice.

CONFERENCE PARTICIPATION

- 2022 Iantorno, M., Rodriguez, S., & Guadagnolo, D. “Dark Patterns: Deception & Manipulation in User Experience Design.” *Critical Digital Humanities International Conference*. University of Toronto, Toronto, Canada.
- 2022 Rodriguez, S. “Dark Patterns: Where Marketing Meets Design.” *Critical Digital Humanities Initiative (CDHI) Emerging Scholar Showcase*. Virtual (Originally University of Toronto, Toronto, Canada).
- 2021 Rodriguez, S. “An Overview of Mass Surveillance in the United States.” *Digital Humanities Summer Institute (DHSI) Conference and Colloquium*. Virtual (Originally University of Victoria, Victoria, Canada).

INSTITUTIONAL SERVICE

University of Toronto

University Governance

Undergraduate Appeals Committee, Faculty of Information Winter 2023–Present

Learning Communities

CDHI Surveillance, Race, & Empire Learning Community Fall 2021–Winter 2022

UTM Equity Outreach Network Fall 2019–Winter 2020

Student Societies

Director, Web Development, ICCIT Council Winter 2020–Fall 2020

Associate, Web Development, ICCIT Council Fall 2019–Winter 2020

Associate, Off-Campus External Relations, ICCIT Council Fall 2019–Winter 2020

PROFESSIONAL SERVICE & EXPERIENCE

Young Jury Member, Awwwards Winter 2023–Present

Toronto Conference Staff, Awwwards Summer 2023

Equity Research Analyst Intern, Risk Arbitrage Desk, Churchill Capital Summer 2018

ACADEMIC ASSOCIATIONS

Association for Computing Machinery (ACM) [ID: 5423988]

British Computing Society (BCS), The Chartered Institute for IT [ID: 995121155]

Society for Social Studies of Science (4S) [ID: 71399479]

QUALIFICATIONS

Programming Languages

JavaScript, PHP, HTML/CSS, R, SQL, Python (Learning: C++, Ruby)

Libraries & Tools

React, jQuery, Gatsby, Laravel, WordPress, Tailwind CSS, Bootstrap

Design Process

Sketching and prototyping, Figma, Adobe Suite, usability testing, user research, accessibility and universal design (WCAG)