

Paula Nuñez de Villavicencio

paula.devillavicencio@mail.utoronto.ca • www.pauladevillavicencio.com • [@pcvillavicencio](https://twitter.com/pcvillavicencio)

BOOK CHAPTERS AND SECTIONS

- 2022 Nuñez de Villavicencio, P. “Colour or Greyscale: A Photographer’s Dilemma.” In *Show Theory to Know Theory: Understanding Social Science Concepts through Illustrative Vignettes*, edited by Patricia Ballamingie and David Szanto. Ottawa, ON: Showing Theory Press, (2022).

JOURNAL ARTICLES

- Under Review at Rhetor Nuñez de Villavicencio, Paula. “Procedural Rhetoric in Operational Optical Media: How Humans Are Persuaded to See Reality through Visual Technologies.” *Rhetor*, Under Review.
- 2019 Moriarty, D., Núñez De Villavicencio, P. Black, L, Bustos, M., Cai, H., Mehlenbacher, B., and Mehlenbacher, A. “Durable Research, Portable Findings: Rhetorical Methods in Case Study Research.” *Technical Communication Quarterly* 28, no. 2 (April 3, 2019): 124–36.
<https://doi.org/10.1080/10572252.2019.1588376>.

NON-PEER REVIEWED PUBLICATIONS

- 2020 Nuñez de Villavicencio, P. “The Ethics of Seeing and Knowing Through AI Tinted Glasses by Paula Nuñez de Villavicencio.” *Ethical Innovation for Artificial Intelligence* (blog), October 11, 2020.
<https://ei4ai.wordpress.com/2020/10/11/the-ethics-of-seeing-and-knowing-through-ai-tinted-glasses-by-paula-Nuñez-de-villavicencio/>.

RESEARCH EXPERIENCE

- 2023 Graduate Researcher, University of Toronto
Collaborative Digital Research Space
Developed and facilitated programming for developing writing skills, collaborative skills, and digital scholarship
- 2023 Graduate Researcher, University of Toronto
Supervisor: Dr. Dan Guadagnolo
Project Topic: Redesigning pedagogy units for first year communication undergraduates
- 2023 Graduate Researcher, University of Toronto in the Robert
Robert Gillespie Academic Skills Centre
Supervisor: Dr. Michael Kaler

Paula Nuñez de Villavicencio

paula.devillavicencio@mail.utoronto.ca • www.pauladevillavicencio.com • [@pcvillavicencio](https://twitter.com/pcvillavicencio)

Project Topic: Composition in pedagogy

- 2022 Graduate Researcher, University of Toronto in the Robert Gillespie Academic Skills Centre
Supervisor: Dr. Michael Kaler
Project Topic: Composition in pedagogy
- 2020 Graduate Researcher, University of Toronto
Ethical AI Governance Workshop in Collaboration with University College London
Project Topic: AR and AI in Industry Setting: The Ethics of Seeing and Knowing in an Information Circuit
- 2020 Research Assistant, University of Toronto
Supervisor: Dr. Colin Furness
Project Topic: Identity in Labour
- 2019 Research Assistant, University of Toronto
Supervisor: Dr. Matt Ratto
Project Topic: Health Startups and Behavioural Changes
- 2018 Research Assistant, University of Waterloo
Supervisor: Dr. Ashley Mehlenbacher
Project Title: Networked Expertise as a Novel Approach to Complex Problem Solving
- 2018 Research Assistant, University of Waterloo
Supervisor: Dr. John Greenwood
Project Subject: Baldassare Castiglione's "The Book of the Courtier" and other Renaissance Figures

TEACHING EXPERIENCE

- 2023 Course Instructor, University of Toronto
Course Title: Business Research Methods
Prepared course syllabus, developed teaching material and designed lecture and seminar modules on qualitative and quantitative research methods for class of 200 students. Provided feedback and grades on all written assignments and exams.
- 2023 Pedagogy development, University of Toronto
Course Title: Contemporary Communications Technology
Designed lecture and tutorial modules on generative AI for course of 800 students

Paula Nuñez de Villavicencio

paula.devillavicencio@mail.utoronto.ca • www.pauladevillavicencio.com • [@pcvillavicencio](https://twitter.com/pcvillavicencio)

- 2023 Course Instructor, DH at Guelph (Accepted)
Course Title: Approaching Media Archaeology from a Digital Humanities Perspective: Introduction, Tools, and Techniques
Developed a 4 day workshop introducing Media Archaeology as a digital humanities tool along with a novel approach to patent research I developed through my dissertation.
- 2022 Teaching Assistant, University of Toronto
Course Title: Business Research Method
Assisted Instructor in design of assignments and course. Led tutorial for class of 40 students. Held office hours and offered feedback and grades for assignments.
- 2021 Teaching Assistant, University of Toronto
Course Title: Foundations in Media Theory
Led tutorial for class of 20 students. Held office hours and offered feedback and grades for assignments.
- 2021 Teaching Assistant, University of Toronto
Course Title: Business Research Method
Led tutorial for class of 40 students. Held office hours and offered feedback and grades for assignments. Assisted Instructor in design of assignments.
- 2021 Teaching Assistant, University of Toronto
Course Title: Data Governance for Big Data
Provided Guest Lecture for Master of Information Course on metadata, knowledge production, and ethics. Offered feedback and grades for assignments.
- 2021 Teaching Assistant, University of Toronto
Course Title: Data Governance for Big Data
Provided Guest Lecture for Master of Information Course on metadata, and ethics. Offered feedback and grades for assignments.
- 2020 Teaching Assistant, University of Toronto
Course Title: Data Governance for Big Data
Provided Guest Lecture for Master of Information Course on metadata, big data and epistemology. Offered feedback and grades for assignments.
- 2020 Teaching Assistant, University of Toronto
Course Title: Rhetoric and Media
Led tutorial for two classes of 30 students, held office hours, provided feedback and grades for tests and assignments, offered online support during Covid-19 online process
- 2019 Teaching Assistant, University of Toronto

Paula Nuñez de Villavicencio

paula.devillavicencio@mail.utoronto.ca • www.pauladevillavicencio.com • [@pcvillavicencio](https://twitter.com/pcvillavicencio)

- Course Title: Contemporary Communication Technologies
Led tutorial for a class of 50 students, held office hours, provided feedback and grades for tests and assignments, invigilated exam
- 2019 Teaching Assistant, University of Toronto
Course Title: Rhetoric and Media
Led tutorial for a class of 50 students, held office hours, provided feedback and grades for tests and assignments, invigilated exam
- 2018 Teaching Assistant, University of Toronto
Course Title: Contemporary Communication Technologies
Led tutorial for a class of 50 students, held office hours, provided feedback and grades for tests and assignments, invigilated exam
- 2018 Teaching Assistant, University of Waterloo
Course Title: Genres of Business Communication Online
Marked assignments for a class of 25 students, lead group discussions, held online office hours, invigilated exam
- 2017 Teaching Assistant, University of Waterloo
Course Title: Introduction to Academic Writing Online
Marked assignments for a class of 25 students, lead group discussions, held online office hours, invigilated exam

PRESENTATIONS

Conferences

- [13] Nuñez de Villavicencio, P. (May 2023) “Patents and Problematization: A Digital Humanities Approach” Canadian Society for Digital Humanities. York University. Toronto, Canada. (Accepted)
- [12] Karppi, T., Paasonen, S., and Nuñez de Villavicencio, P. (November 2022) “Tiktok and Tics: Three Media Theoretical Diagnoses” Association of Internet Researchers. Dublin, Ireland
- [11] Nuñez de Villavicencio, P. (June 2022) “Procedural Rhetoric for Optical Military Technologies: Producing a Weaponized Subject” *Canadian Society for the Study of Rhetoric*. Virtual (Online)
- [10] Nuñez de Villavicencio, P. (May 2022) “VR Headsets or Stereoscopic Viewers: Visual Communication in Education” *Canadian Communication Association*. Virtual (Accepted)
- [9] Nuñez de Villavicencio, P. (October 2021) “Patents and Problematization—Imagined Modes of Governmentality.” *Critical Digital Humanities Initiative Conference*. Virtual (Toronto, Canada).

Paula Nuñez de Villavicencio

paula.devillavicencio@mail.utoronto.ca • www.pauladevillavicencio.com • [@pcvillavicencio](https://twitter.com/pcvillavicencio)

- [8] Nuñez de Villavicencio, P. (October 2021) “Looking-Through and Looking-At Selective Optical Media to Determine Subjectivities.” *Society for Social Studies of Science*. Virtual (Originally Toronto, Canada).
- [7] Nuñez de Villavicencio, P. (July 2021) “The scientific subject in the middle ages: eyeglasses, scribes, and ways of seeing.” *International Congress of History of Science and Technology*. Virtual (Originally Prague).
- [6] Nuñez de Villavicencio, P. (June 2021) “Subjectivity in Digital Labour: A Genealogy of Augmented Reality Systems.” *Canadian Communication Association*. Virtual (Originally University of Alberta, Canada).
- [5] Nuñez de Villavicencio, P. (June 2021) “Preconditioning the Human to Enhancing the Selection, Storage and Processing of Information Through Reality Augmenting Glasses” *Canadian Society for the Study of Rhetoric*. Virtual (Originally University of Alberta, Canada)
- [4] Nuñez de Villavicencio, P. (June 2021) “Exploring The Networked Subject and Reality Augmenting Technologies.” *Canadian Society for History and Philosophy of Science*. Virtual (Originally University of Alberta, Canada).
- [3] Nuñez de Villavicencio, P. (2019, November). “Automating Normative Vision: From Eyeglasses to Smart glasses.” *Society for Literature, Science and Arts*, University of California. California, United States.
- [2] Nuñez de Villavicencio, P. (2018, May). “The Rhetoric of Quantified Social Media Rankings.” *The Canadian Society for the Study of Rhetoric at Congress*, University of Regina. Regina, Saskatchewan, Canada
- [1] Nuñez de Villavicencio, P. (2018, March). “Little Red Riding: A Feminist Hollywood Star.” *American Culture Association/Popular Culture Association*. Indianapolis, Indiana, USA.

Guest Lectures

- [3] Nuñez de Villavicencio, P. (2021, June). “Metadata, Epistemology, and Ethics” (INF2402 — Data Governance for Big Data, Nazia Shahrin). University of Toronto, Toronto, Canada.
- [2] Nuñez de Villavicencio, P. (2021, March). “Metadata, Subjective Language, and Ethics” (INF2402 — Data Governance for Big Data, Nazia Shahrin). University of Toronto, Toronto, Canada.
- [1] Nuñez de Villavicencio, P. (2020, June). “Metadata and Epistemology” (INF2402 — Data Governance for Big Data, Nazia Shahrin). University of Toronto, Toronto, Canada.

Paula Nuñez de Villavicencio

paula.devillavicencio@mail.utoronto.ca • www.pauladevillavicencio.com • [@pcvillavicencio](https://twitter.com/pcvillavicencio)

Workshops and Symposia

- [6] Nuñez de Villavicencio, P. (2023, July) “The Writing Process”
University of Toronto, Robert Gillespie Academic Skills Centre (invited presentation)
- [5] Nuñez de Villavicencio, P. (2021, March) “Effective Editing for Graduate Work”
University of Toronto Mississauga Graduate Writing Group.
- [4] Nuñez de Villavicencio, P. (2020, July). “How Smart Glasses and AI are Changing Labour Practices” *Ethical Innovation for Artificial Intelligence Workshop*, University of Toronto and University College London. Online due to Covid-19 pandemic.
- [3] Nuñez de Villavicencio, P. (2019, May). “Visual Processing and Labour Production: Eyeglasses as a Technology of Control” *University of Toronto Mississauga Graduate Research Colloquium*, UTM. Mississauga, Ontario, Canada
- [2] Nuñez de Villavicencio, P. (2018, August). “Defining Humanity in the Anthropocene: An Analysis of the Portrayal of Humans in the Anthropocene and Post-Apocalyptic Literature.” *Tri-University Graduate Symposium*, University of Guelph. Guelph, Ontario, Canada
- [1] Nuñez de Villavicencio, P. (2018, February). “Smartwatches: The New Medium of Globalization.” *3 Minute Thesis Competition*, University of Waterloo. Waterloo, Ontario, Canada

PROFESSIONAL AFFILIATIONS

2023	Member, Canadian Society for Digital Humanities
2022-2023	Member, Association of Internet Researchers
2021	Member, Society for the Social Study of Science
2021	Member, International Union of History and Philosophy of Science and Technology
2020-2021	Member, Society for the History and Philosophy of Science
2020-2023	Member, Canadian Communication Association
2018-2023	Member, Canadian Society for the Study of Rhetoric
2019	Member, Society for Literature, Science and Arts

Paula Nuñez de Villavicencio

paula.devillavicencio@mail.utoronto.ca • www.pauladevillavicencio.com • [@pcvillavicencio](https://twitter.com/pcvillavicencio)

2018 Member, Popular Culture Association/American Culture Association

PROFESSIONAL TRAINING

2022 Mentorship and Peer Program Foundations Training, University of Toronto

2018 Tri-Council Policy Statement: Ethical Conduct for Research Involving Humans Course on Research Ethics (TCPS 2: CORE)

2017 - 2018 Fundamentals of University Teaching Certificate, Centre for Teaching Excellence (CTE), University of Waterloo,
Evaluated on three lesson plans, content development, and delivery
Participated in six teaching workshops:
Campus TA Training Workshop
Improving Written Feedback Workshop
Effective Lesson Plans Workshop
Building TA — Instructor Rapport Workshop
Assessing and Improving Training Workshop
Special Topics in Teaching Workshop

SERVICE

2022-2023 Convener of Second Foundation Media Group, McLuhan Center, University of Toronto

2021 - 2023 BIPOC Mentor, Faculty of Information, University of Toronto

2021 Panel Organizer (5 panels), Society for Social Studies of Science

2020-2021 Space Committee Member, Doctoral Student Association, University of Toronto

202-2021 Doctoral Liaison for Faculty of Information Awards Committee, University of Toronto

2019 - 2020 Secretary, Doctoral Student Association, University of Toronto

2018 - 2019 Vice-President, Doctoral Student Association, University of Toronto

2018 Coordinator and Activity Leader, “Time are D(igitally) I(nteractive) Re(ality)” for Girls in STEAM. University of Waterloo

2017 - 2018 Chair of Strategic Planning Committee and Board Member, Imprint Publications, University of Waterloo

Paula Nuñez de Villavicencio

paula.devillavicencio@mail.utoronto.ca • www.pauladevillavicencio.com • [@pcvillavicencio](https://twitter.com/pcvillavicencio)

2013 - 2017 Section Editor (News, Science and Tech, Arts), Imprint Publications,
University of Waterloo

2014 Editor, History Society Journal, University of Waterloo

CONSULTING AND PROFESSIONAL EXPERIENCE

2016 Digital Marketing Manager, Muirtec Incorporated
Created a new brand identity and digital marketing strategy for FY18,
including a new website design, online presence, and digital advertising.
Designed, created, and implemented Muirtec.com on WIX CMS. Created
Advertisement and AdWords account, developing keyword and content
strategy

2016 Digital Marketing Coordinator, Clearpath Robotics
Launched AdWords for OTTO Motors, creating keywords and content
strategy which contributed to an ROI of 5500%
Assisted in launching FY17 content strategy, executing assets that
contributed to 60% of monthly lead targets
Helped launch ottomotors.com on CRAFT CMS, ensuring proper tracking
and automation was established for brand unveil through Pardot
Brought CRO engine online, tweaking copy, design, and collateral to
maximize conversions

2014 - 2015 Associate Technical Writer, EMC
Produced copy and production edits of more than 28 technical guides;
Including administration, installation and operation for SourceOne and
NetWorker products
Worked in collaboration with a team of engineers and senior technical
writers to author hardware and software product documentation including
installation, operation, maintenance, instructions, and release notes

2014 Marketing Assistant, Velocity
Developed and implemented an online marketing strategy for start-up
brands; promoted and advertised using social media platforms
Published articles, blogs, and updates on multiple social media platforms
Managed and updated the Velocity website with photos, links, calendar
invitations, and blogs
Communicated and promoted the company to external user

LANGUAGE SKILLS

Paula Nuñez de Villavicencio

paula.devillavicencio@mail.utoronto.ca • www.pauladevillavicencio.com • [@pcvillavicencio](https://twitter.com/pcvillavicencio)

English — fluent with advanced oral and written skills

Spanish — fluent with advanced oral and written skills

French — intermediate with working oral, reading and written skills