

# Mathilde Gouin

mathilde.gouin@tecnico.ulisboa.pt

**Research areas:** Human-Computer Interaction (HCI) and Sustainable HCI (SHCI) · Posthuman · Qualitative Methodologies · Critical Making and Design Research · Research-Through-Design · Participatory Methodologies

## Education

---

- Jan 2024 - Present **PhD Candidate in Digital Media**  
ITI/LARSyS, Instituto Superior Técnico, University of Lisbon, Lisbon  
*Working Dissertation Title:* Beyond Participatory Design: New Methodologies to Engage with More-Than-Humans in HCI  
Advisors: Valentina Nisi, Daragh Byrne, Nuno J. Nunez
- 2021 **Master of Art in Sustainable Design, Distinction**  
University of Brighton, School of Architecture, Technology and Engineering, Brighton  
*Research subject:* Discursive design artefacts: challenging mainstream narratives and interrogating complex social issues through new design frameworks for systemic change
- 2014 **Master of Art in Visual Communication**  
Intuit Lab, Paris
- 2011 **HDN Visual communication, advertising and publishing**  
L'Institut Supérieur des Arts Appliqués (LISAA), Nantes
- 2009 **High school diploma** in Literature & Fine art, Honours  
Lycée Savary de Mauléon, Les Sables d'Olonne

## Research and Professional Experience

---

- Jul 2022 - Jan 2024 **Designer**, Nesta, London  
*Participatory methodologies pioneering new approaches for people-led change in complex systems*
- Jul 2023 - Jan 2024 **Freelance researcher & Designer**, LoGa Culture, Avebury & Madeira  
*Qualitative research probes and sensory mapping tools to capture visitors' experience of natural and cultural heritage.*
- Jan - Jul 2022 **Designer**, Policy Lab, London  
*Innovation and human-centred design methodologies informing policy-making*
- Jul - Sep 2021 **Creative collaborator**, Radical Methodologies Group, University of Brighton, Brighton
- Jul 2018 - Jul 2020 **Lead Brand Designer**, Why Brand Design, Singapore
- Apr 2016 - Jun 2018 **Brand Designer**, Cba, Paris
- Sep 2014 - Mar 2016 **Junior brand designer**, Centdegres, Paris

## Publications

---

*Conference papers and pictorials*

- Under review Anna Bertmark & **Mathilde Gouin**, Nuno Jardim Nunes, David E. Millard, Pedro Ferreira, Vera Karina Gebhardt Fearn, Marta Galvão Ferreira, Valentina Nisi. 2025. «Natureculture

Probes: Opening up dialogues in heritage(s) landscapes.» Proceedings of the ACM International Conference on Tangible, Embedded and Embodied Interaction (TEI '25).

Under review Valentina Nisi, Nuno Jardim Nunes, **Mathilde Guoin**, Marta Galvão Ferreira. 2025. « From visual sketching to knotted figurations: Fabulating in the contact zone.» Proceedings of the ACM International Conference on Tangible, Embedded and Embodied Interaction (TEI '25).

#### *Other Published Materials*

July 2021 Sally Sutherland, Tom Ainsworth, Ben Sweeting, Mihir Bhatt, Zoe Sadokierski, Chris Rose, Claudia Westermann, Shilpi Srivastava, Lauren Dark, Jordan Whitewood-Neal, **Mathilde Guoin**, Rachel Wilson. 2021. The Radical Uncertainty Short Film. <https://blogs.brighton.ac.uk/radicalmethodologies/radical-uncertainty/>

## Exhibitions

---

- 17-24<sup>th</sup> Sep 2022 **London Design Week**, *London*  
Public exhibition of the design projects 'Stories in movement', 'Modern Songlines', and 'Narratives Editions' with University of Brighton students & alumni.
- 20-23<sup>rd</sup> Aug 2021 **Sustainable Design MA Graduate Show**, *Online*  
End-of-year Sustainable Design MA show, celebrating radical alternative visions of collective futures and possibilities of sustainable change.
- Sep 2021 **Festival of Emergence, The Design Research Society**, *Online*  
Presentation of 'Stories in movement', an interactive digital experience illustrating the complexity and plurality of current discourses to generate new narratives of change.

## Lectures & workshops

---

- Oct 24, 2024 **Critter Connect; the Post-Human Animal webinar**, *online*  
Wearable sensory technology for more entangled multispecies relationships
- Nov 22, 2023 **Healthcare & Data-humanism; Nesta**, *London*  
Data humanism as a method to prototype new tools for social innovation in healthcare systems.
- Sep 24, 2022 **Design by, with, for people; University of Brighton**  
Participatory design and people-led change, a discussion with MA Sustainable Design students