

Mathilde Gouin

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Research areas: Human-Computer Interaction (HCI) and Sustainable HCI Human-Computer Interaction (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

- Feb - Apr 2025 **Teaching Assistant**, Instituto Superior Técnico, University of Lisbon, Lisbon, Lisbon
Alternative worlds: fiction as a method
- 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.
- Jul 2022 - Jan 2024 **Designer**, Nesta, London
Jan - Jul 2022 *Participatory methodologies pioneering new approaches for people-led change in complex systems*
- Jul - Sep 2021 **Designer**, Policy Lab, London
Innovation and human-centred design methodologies informing policy-making
- 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

March 2025 Anna Bertmark & **Mathilde Gouin**, Nuno Jardim Nunes, David E. Millard, Pedro Galvão-Ferreira, Vera Fearn, Marta Ferreira, Valentina Nisi. 2025. Natureculture Probes: Opening up dialogues in heritage(s) landscapes. In *Proceedings of the Nineteenth International Conference on Tangible, Embedded, and Embodied Interaction (TEI '25)*. Association for Computing Machinery, New York, NY, USA, Article 39, 1-16. <https://doi.org/10.1145/3689050.3704430>

Valentina Nisi, Nuno Jardim Nunes, **Mathilde Gouin**, Marta Ferreira. 2025. From visual sketching to knotted figurations: Fabulating in the contact zone. In *Proceedings of the Nineteenth International Conference on Tangible, Embedded, and Embodied Interaction (TEI '25)*. Association for Computing Machinery, New York, NY, USA, Article 49, 1-15. <https://doi.org/10.1145/3689050.3704418>

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 Gouin**, Rachel Wilson. 2021. The Radical Uncertainty Short Film. <https://blogs.brighton.ac.uk/radicalmethodologies/radical-uncertainty/>

Exhibitions

17-24th 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.

20-23rd 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