



Celeste Alvaro, PhD

Principal

Dr. Celeste Alvaro is the Founder and Principal of Methologica, a user experience, design research and evaluation firm that specializes in assessing how the design of the built environment impacts human behavior, social interaction and well being.

As an experimental social psychologist, Celeste provides research and evaluation expertise on architecture teams and leads user experience, design research and the pre and post occupancy evaluation of capital redevelopment projects that extend to a variety of settings. Celeste focuses on the application of well established quantitative and qualitative research and evaluation methods along with measurement techniques in creative ways to understand the direct and indirect effects of the built environment on users.

Celeste's signature creation and execution of scalable design research and evaluation studies begins with establishing and engaging collaborative teams of leading international researchers, architects, designers, and stakeholders then continues with an animated group of field researchers conducting data collection and analysis. There is an art to design but also a science. The design research and evaluation culminates in the translation and dissemination of the user experience data into a story shared with key stakeholders to inform design, capture its impact, but also improve the human condition through architecture.

EDUCATION

- Simon Fraser University, PhD, Experimental/Social Psychology, 2004
- Simon Fraser University, MA, Psychology, 1999
- Simon Fraser University, HBA, Psychology (First Class Honours), 1996

EXPERIENCE

- Methologica (formerly CARE), Principal and Founder, 2012 to present
- Adjunct Professor, Department of Architectural Science, Faculty of Engineering, Architecture and Science, Ryerson University, 2011-2017
- Research Scientist, Architectural Design and Health, Bridgepoint Collaboratory for Research and Innovation, 2011-2015

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Capture Happenings™



- Assistant Professor (Research), Atlantic Health Promotion Research Centre, Faculty of Health Professions, Dalhousie University, 2009-2011
- Postdoctoral Research Fellow, Atlantic Health Promotion Research Centre, Faculty of Health Professions, Dalhousie University, 2006- 2009

PROJECTS

- SickKids Project Horizon, Toronto; Stantec | KPMB in Joint Venture Design Team; Design Research, User Experience, Pre & Post Occupancy Evaluation, 2017 - ongoing
- Checking In and Checking Out. The Hotel Experience, multiple locations, 2013 - ongoing
- Providence Care Hospital, Kingston; Design Research, User Experience, Pre & Post Occupancy Evaluation, 2015-2019
- St. Catharines Hospital Site Niagara Health System, St. Catharines; Design Research, User Experience and Post Occupancy Evaluation, 2017-2018
- Centre for Addictions and Mental Health (CAMH) Phase 1 C Redevelopment Project, Toronto, KPMB & Montgomery Sisam Architects PDC Team; Strategy for the Development of a Pre & Post Occupancy Evaluation Framework, 2014-2018
- West Park Healthcare Centre Redevelopment, Toronto, HOK PDC Team; Development of a Pre & Post Occupancy Evaluation Framework, 2015-2016
- Bridgepoint Active Healthcare, Toronto, Design Research, User Experience, Pre & Post Occupancy Evaluation, 2011-2015
- St. Michael's Hospital, Toronto, Development of a Pre & Post Occupancy Evaluation Framework, 2014-2015

AWARDS AND ACHIEVEMENTS

- Successfully secured and managed 9 multi year nationally funded interdisciplinary research projects and awards totaling a budget of \$1.75 Million including the Canadian Institutes of Health Research (CIHR) Partnerships for Health System Improvement (PHSI) \$504,018 with partnered funding from the Ontario Ministry of Health and Long Term Care \$318,872 to create and execute the Bridgepoint Active Healthcare post occupancy evaluation
- High Commendation, International Design Research Award 2016, European Healthcare Design Conference, London, UK
- Over 22 publications including: Health Environments Research & Design (HERD) Journal; European Healthcare Design Research, Policy, Practice; International Journal of Health Care Quality Assurance; World Health Design; Health Promotion International; Journal of Personality and Social Psychology
- The development of A Planning Guide for Post Occupancy Evaluation
- Over 80 international, national and local conference presentations, symposia, stakeholder presentations and workshops
- Supervision of 25+ interdisciplinary undergraduate, graduate and post graduate trainees

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