



Celeste Alvaro, PhD

Design Research & Evaluation | Built Environment & Wellbeing |
Socio-Environmental Psychologist & Methodologist

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.

Upon earning her Ph.D. in experimental social psychology at Simon Fraser University, Celeste completed a three-year post-doctoral fellowship at the Atlantic Health Promotion Research Centre, Dalhousie University. She was also an Assistant Professor of Research in the Faculty of Health Professions at Dalhousie University. As a Research Scientist at the Bridgepoint Collaboratory for Research and Innovation and Adjunct Professor in the Department of Architectural Science at Ryerson University, Celeste led a program of research in architecture and health where she created and executed the pre and post occupancy evaluation of Bridgepoint Hospital, secured over \$1M in research funding and developed an interdisciplinary training lab in the built environment and well being prior to launching Methologica.

EDUCATION

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

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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
- 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

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- 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

REPRESENTATIVE PUBLICATIONS

- Alvaro, C. (in preparation). City building to optimize well being at the individual, community and population levels: What is the role of user experience, design research and evaluation in the context of urban design?
- Alvaro, C. (in preparation). The social psychology of architecture: A mixed methods approach to understanding the interaction between the built environment and behavior.
- Alvaro, C. Elliott, M. & Kostovski, D. (2019, May). Harmonizing Health Services by Design at Providence Care Hospital: User Experience and Design Evaluation Before and After the Redevelopment. Self-published, Toronto, Canada.
- Alvaro, C. Kostovski, D., Elliott, M. & Gardner, P. (2018, June). Design and evaluation. The transformation continues. St. Catharines Site Niagara Health System post occupancy evaluation. Report prepared for the Health Capital Investment Branch Ontario Ministry of Health and Long Term Care, Toronto, Canada.
- Alvaro, C., Wilkinson, A., Gallant, S.N., Kostovski, D., & Gardner, P. (2016). Evaluating intention and effect. The impact of healthcare facility design on patient and staff well-being. Health Environments Research & Design (HERD) Journal, 9(2).
- Alvaro, C., Kostovski, D., Wilkinson, A., Gardner, P., & Gallant, S. (2015, December). A planning guide for post occupancy evaluation: The ABCs of POEs. Self-published, Toronto, Canada.
- Alvaro, C. Kostovski, D., Wilkinson, A., & Gardner, P. (2015, March). Design and evaluation. The path to better outcomes. The final report on the Bridgepoint Active Healthcare pre and post occupancy evaluation. Report prepared for the Health Capital Investment Branch, Ontario Ministry of Health and Long Term Care, Toronto, Canada.
- Steele Gray, C., Wilkinson, A., Alvaro, C., Wilkinson, K., & Harvey, M. (2015). Building resilience and organizational readiness during hospital redevelopment transitions: Is it possible to thrive? Health Environments Research & Design (HERD) Journal, Fall, 9 (1), 10-33.
- Alvaro, C., & Atkinson, C. (2013, July). Healthcare facility design, psychosocial well-being and health: A scientific approach to assess impact. World Health Design, 6 (3), pp. 60-67.
- Alvaro, C., Jackson, L., Kirk, S., McHugh, T.L., Hughes, J., Chircop, A., & Lyons, R.F. (2010). Moving governmental policies beyond a focus on individual lifestyle: Some insights from complexity and critical theories. Health Promotion International.

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