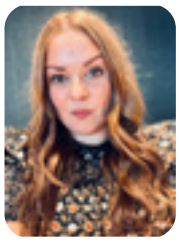


Image Credit: Tom Arban | KPMB



Celeste Alvaro, PhD

Experimental Social Environmental Psychologist | Design Research, Mixed Methods & Evaluation | Ethnography | Community Engagement | User Experience | Human x Built Environment Interactions | Insights | Concept Mapping | Behaviour Mapping | Design Development | Brand Strategy | Psychosocial & Collective Wellbeing | Design for Wellbeing & Thriving | Optimizing the Human Condition by Design

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 wellbeing. 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 Toronto Metropolitan University (TMU), formerly 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 $1.8M in research funding and developed an transdisciplinary training lab in the [social] psychology of design - built environment and wellbeing prior to launching Methologica. Celeste's affiliation with Toronto Metropolitan University has continued in an ongoing capacity as Adjunct Professor & Contract Lecturer in the Department of Architectural Science alongside Associate Membership in the Yeates School of Graduate and Postdoctoral Studies. She teaches an advanced graduate seminar in the Master of Architecture program and a combined 4th year undergraduate/graduate level transdisciplinary course across Architecture, Building Science and Project Management programs. She continues to co-supervise M.Arch theses students and is an invited guest for studio reviews. As of Winter 2026, Dr. Alvaro also teaches an advanced Seminar in Applied Social Psychology x the Built Environment and Design Research & Evaluation Seminar as a Contract Lecturer in the Department of Psychology at TMU.

In 2016, Celeste successfully commercialized her CIHR Partnership for Health System Improvement (PHSI) funded program of research as the Founder and Principal of Methologica - a user experience, ethnography, mixed methods design research and evaluation studio. In addition to general research and evaluation consultation, her niche became the assessment of how the design of the built environment impacts human behavior, social interaction and wellbeing. As an experimental socio-environmental psychologist, she was trained to conduct experiments. Using theory, social psychologists make systematic changes to settings, situations, and mind-set and then use research methods in creative ways to measure the impact on behaviour, attitudes, and emotions and psychosocial wellbeing. Her current research applies these well-established research methods and measurement techniques in innovative ways to understand the direct and indirect effects of the design of the built environment on users. She provides research, evaluation, insights, brand and organizational strategy expertise on architecture and/or integrated interdisciplinary design teams and directly as an independent consultant.

Celeste has coordinated, managed, directed, led and/or secured over $4M in combined grant funded research as well as awarded contracts. Since the inaugural Bridgepoint Active Health Care design research & evaluation exemplar, led and/or collaborated on dozens of community, urban design and architectural design projects in roles that range from academic research to external consultant to inclusion on design teams.



Image Credit: Tom Arban | KPMB

Celeste is recognized for her local, national and international collaborations. Her research collaborations in the built environment and community well-being, within and beyond the healthcare context, continue to fourish - most notably, DesignTO, the Canadian Mental Health Association – Bruce/Gray, SickKids Project Horizon, University Park & the Wellness District, Streetscapes Initiatives, lululemon (Vancouver), Electronic Arts (Vancouver), Scotiabank Dance Centre (Vancouver), and Boutique Design Hotels. Moreover, she has contributed to the development of the CSA Z8003 Standard on Healthcare Design Studies and Evaluation. Highlights are embedded within this CV and are available at: https://methologi.ca/field-work-projects/

EDUCATION

- Simon Fraser University, PhD, Experimental Psychology (Social & Environmental Psychology | Research Design & Methodology), 2004
- Simon Fraser University, MA, Experimental Psychology, 1999
- Simon Fraser University, HBA, Psychology (First Class Honours), 1996

EXPERIENCE

- Methologica (formerly CARE), Founder & Principal, 2012 - ongoing
- Contract Lecturer, Department of Psychology, Faculty of Arts, Toronto Metropolitan University (TMU), Winter 2026 - ongoing
- Adjunct Professor, Department of Architectural Science, Faculty of Engineering, Architecture and Science, TMU, 2025 - ongoing
- Associate Member, Yeates School of Graduate & Postdoctoral Studies, Toronto Metropolitan University, 2024 - ongoing
- Contract Lecturer, Department of Architectural Science, Faculty of Engineering, Architecture and Science, Toronto Metropolitan University, Fall 2021 - ongoing
- Adjunct Professor, Department of Architectural Science, Faculty of Engineering, Architecture and Science, Toronto Metropolitan 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

SELECTED PROJECTS

- Gotham Lofts, Toronto; Resident Engagement, Journey & Behavioural Mapping, Resident Survey & Experience Insights, Design Research & Development, Design & Implementation of a Phased Renovation Project, 2025 - ongoing
- User Experience, Insights & Evaluation, Public Art Installation/Waterfront Public Realm Activation, DesignTO Festival, 2022-2023
- University Park and the Wellness District, Toronto; Public Work|Evergreen | Michael Young Family Foundation; Stakeholder Engagment, Wellness Concept Mapping Workshop, University Park Proposal, 2021 - 2022
- SickKids Project Horizon, Toronto; Stantec | KPMB in Joint Venture Design Team; Proposal Development, Interview & Client Presentation, Visioning, Design Research, User Experience, Pre & Post Occupancy Evaluation, 2017 - 2022
- Checking In and Checking Out. The Hotel Experience, multiple locations, 2013 - 2020
- Providence Care Hospital, Kingston; Design Research, User Experience, Pre & Post Occupancy Evaluation, 2015-2019
- St. Catharines Hospital Site Niagara Health, 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 Architect
- PDC Team; Strategy for the Development of a Pre & Post Occupancy Evaluation Framework, 2014-2018



Image Credit: Tom Arban | KPMB

- 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 $1.8 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
- Planning Guide for Post Occupancy Evaluation which led to the development of a CSA standard on design research & 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). Field Guides for Design Research & Evaluation.
- Alvaro, C. (in preparation). The social psychology of architecture and design: 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. Methologica, 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. Methologica, 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. Methologica, 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. Methologica, 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.