

Nicolas Gaudron

nicolas.gaudron@id-sl.com

+33 (0) 6 67 83 78 67

idsl, 14 avenue du Maine, 75015 Paris, France

www.id-sl.com

French, native

English, fluent

CURRENT

Founder and Owner of idsl, Interaction Design Sight & Lab

EDUCATION

Master of Arts, Design Products, Royal College of Art (UK)

London, 2000 - 2002

Bachelor of Arts (Hons) Industrial Design, University of Central England (UK)

First Class. Birmingham, 1999 - 2000

B.T.S. Assistant en Création Industrielle

Major. Paris, 1997 - 1999

EXPERIENCE

idsl, Interaction Design Sight & Lab

Founder and Owner. 2007 - Present

Institut Confiances

Member. 2013 - 2017

Board member. 2013 - 2014

Renault, Prospective & Concept Car Department

Interaction designer. 2005 - 2007

INRIA, French National Institute for Research in Computer Science and Control

Human Computer Interaction laboratory, InSitu research group.

Product & interaction designer. 2003 - 2004

Sony CSL, Sony Computer Science Lab Paris

Project 'Near Future Personal Music Experience' led by Atau Tanaka.

Storyboard of 'Café Sound Paris' video, collaboration with Virginia Cruz. 2003

IDEO, Smart Product Department (USA)

Product and interaction designer. Palo Alto, California, 2001

Plan Creatif

Industrial designer. 1999 and 2000

L.D. Sign

Industrial designer. 1998

TEACHING AND MENTORING

University Bordeaux Montaigne

Workshop for 1st-year students of the Master of Design: Innovation, Interaction and Services. February 2018

Ecole Polytechnique

Course for 3rd-year and Master 1 students: 'Designing interactions' (interaction design, service design, design thinking, innovation). For the Humanities and Social Sciences 3rd-year programme. Co-founder, supervisor and teacher with Virginia Cruz. 2008 - 2018

University Paris Descartes

Lecture to 2nd-year students of the Master Ergonomie et Ingénierie Facteurs Humains (Human Factors Master). 07.10.16

University Bordeaux Montaigne

Workshop for the Master of Design: Innovation, Technologies and Arts. October 2015

Strate

Lecture: 'How to design interactions: UX, aesthetics of interaction, evolution of product design, service design and design thinking'. 12.05.15

Creative Battle, City of Bordeaux and Sogeti France

Creative Battle: 36 hours to create a digital service for citizens, based on public open data, with the City of Bordeaux and Sogeti France.

Service design supervisor and tutor for the 5 multidisciplinary teams of students from art, design, business and engineering schools. 28.02.13

Master EIT ICT Labs in HCID, Human Computer Interaction and Design

Course: 'User-centered design methods' for the Situated Interaction specialisation, headed by Michel Beaudouin Lafon. University Paris-Sud, February 2013.

University Michel de Montaigne Bordeaux 3

Workshop for students of the Bachelor of Arts in Design. January 2013

Ecole Mines ParisTech

Workshop: 'Creativity, design thinking, interaction and service design' for 3rd-year students in the speciality 'Innovation and Entrepreneurship'. 24.10.12

Semaine Digitale (Digital Week), City of Bordeaux and C-Discount

Creative Battle: 1 day to imagine and prototype an innovative mobile service based on open data for C-Discount and the City of Bordeaux.

Service design supervisor and tutor for the 6 multidisciplinary teams of students from art, design, communication, business and engineering schools. 30.03.12

Sciences Po Paris

Lecture with Virginia Cruz for the course run by Emanuele Quinz: 'Design, Innovation, Participation course'. 14.02.12

University Michel de Montaigne Bordeaux 3

Lecture: 'Designing interactions', organised by the MICA, Research Laboratory in Information, Communication and Arts. 25.01.12

Master of Research, Arts et Métiers ParisTech and Strate

Course on interaction design methodology, with Virginia Cruz. November 2011

Stanford University ME310 (USA), HPI School of Design Thinking (Germany) and Ecole des Ponts ParisTech

Design thinking coaching of a multidisciplinary project team.

Coach with Virginia Cruz. 2011

ENSCI Les Ateliers, Ecole Nationale Supérieure de Création Industrielle

Lecture for the conference series 'Rencontres des Ateliers', with Virginia Cruz. 28.04.11

GSVC, Global Social Venture Competition, ESSEC

Mentor of the social business PraktiDesign company, for the competition organised by the Haas School of Business at University of California, Berkeley. January - April 2011

Le Camping by Silicon Sentier, Paris start-up accelerator programme

Mentoring session for ITIPIC start-up, with Virginia Cruz. 29.01.11

ENSEA, Ecole Nationale Supérieure de l'Electronique et de ses Applications

Lecture on interaction design, for 2nd-year students. 20.05.10

Stanford University ME310 (USA) and Ecole des Ponts ParisTech

Design thinking coaching of a multidisciplinary project team.

Coach with Virginia Cruz. 2010

ENPC, Ecole des Ponts ParisTech

Workshops on interaction design with Virginia Cruz. 2008 - 2011

Strate

Workshops on interaction design with Virginia Cruz. 2009 and 2010

Lectures on interaction design. 26.03.08, 23.10.08, 21.10.09

ENSAD, Ecole Nationale Supérieure des Arts Décoratifs

Studio 'Smart objects, product interaction design'.

Co-founder, supervisor and teacher with Virginia Cruz. 2006 - 2007

LECTURES, CONFERENCES AND JURYS

GOOD'19, Great Outdoors of Design Conference (London, UK)

Conference organised in London by Reach, Global Design Research Network.

Session: 'Encouraging behaviors that make meaningful work'. Co-hosting with Daniel Szuc (Apogee, Hong Kong), José de la O (Studio José de la O, Mexico), Josephine Wong (Apogee, China) and Virginia Cruz (idsl, France). London, 27.06.19

Futur.e.s 2018

Conference Masterclass: 'Ethique du design, réalité virtuelle et augmentée : comment faire pour que l'utilisateur ne perde pas pied ?'

Guest speaker with Virginia Cruz. Paris, 22.06.18

Ecole Polytechnique

Colloquium: 'Ethique et intelligence artificielle'.

Guest speaker. Palaiseau, 12.04.18

CDiscout

Conference: Cycle Pop Culture - #4 'L'innovation par le design'.

Guest speaker. Bordeaux, 23.06.17

UX Hong Kong

Panel: Innovation through user-centred design, organised by UX Hong Kong.

Guest speaker with Virginia Cruz. Hong Kong, 10.03.16

University Bordeaux Montaigne

Speaker at the conference 'Relations et formes de présence avec les robots' (Relationships and forms of presence with robots) on 'Aesthetics of robots, forms and interactions', organised by MICA research lab. 13.11.15

LuxePack Monaco 2015

Round table 'Smart packaging: how to make packaging smart' at LuxePack Monaco 2015, premier show for creative and luxury packaging.

Facilitator with Virginia Cruz. Monaco, 22.10.15

IxDA, 2016 Interaction Awards

Peer reviewer. October 2015

EPITECH Bordeaux

HUB Conference

Lecture with Virginia Cruz: 'Design interactions with objects' 05.10.15

University Bordeaux Montaigne

Speaker at the research colloquium: 'Interaction Design', organised by MICA research lab on information, communication and art. 23.01.15

ENS Cachan

Colloquium 'La recherche en design, un enjeu pour l'université Paris Saclay' (Research in design, an opportunity for the Paris Saclay University).

Speaker with Virginia Cruz. 16.10.14

IxDA, 2014 Interaction Awards

Peer reviewer. October 2013

Centre Georges Pompidou

International colloquium 'The behavior of things'.

Speaker at the roundtable on 'Objects with behaviors'. 08.06.13

Semaine Digitale (Digital Week), City of Bordeaux

Lecture: 'Design of interactive objects and services'.

Public presentation of the Creative Battle to the Mayor. Bordeaux, 28.03.13

Escales du Design, University Bordeaux 3 and Cap Sciences

Speaker at the conference: 'Design and robots: designing dynamic social interactions'.

For the University of Bordeaux and Cap Sciences. 14.12.12

Ergo'IHM 2012 Conférence

Opening keynote: 'Human-centred interaction design'. 17.10.12

IxDA, 2013 Interaction Awards

Peer reviewer. October 2012

UX Paris, La Cantine

Lecture: 'Designing the experience of interactive, alive objects', with Virginia Cruz. 17.09.12

GSVC, Global Social Venture Competition, ESSEC

Jury member for the executive summary round of the GSVC, organised by the Haas School of Business at University of California, Berkeley. 13.01.12

GOOD'11, Great Outdoors of Design Conference (UK)

Conference organised in London by Reach, Global Design Research Network.
Workshop facilitator and lecturer, with Virginia Cruz: 'Moving beyond the technical to embrace the emotional'. 23.09.11

Lieu du Design

Speaker at the conference 'Innovation by design', event for the exhibition 'Objet(s) du numérique, design d'un nouveau monde industriel'. 14.06.11

Conseil Général du Val d'Oise

Speaker at the roundtable: 'Public service: needs, questions and innovation'. 14.06.11

ANVIE, National Association for the Interdisciplinary Promotion of Humanities and Social Sciences Research to Companies

Conference: 'How to best use virtual technology tools for creativity'.
Speaker with Virginia Cruz for the session 'Innovation methodology and tools'. 07.06.11

Cumulus, International Association of Universities and Colleges of Art, Design and Media

Paris Conference 'Crossing Talents'. Cumulus Digital Culture working group's session.
Lecture, with Virginia Cruz: 'The process of innovation'. 19.05.11

ESSEC, Social Entrepreneurship Chair

Conference 'Innovation and scaling up for social impact' organised by ESSEC's Institute for Innovation and Social Entrepreneurship, with Imran Chowdhury, PhD ESSEC.
Lecture: 'Innovation methodology and process'. 17.05.10

IBM

Talk on 'Critical design', with Virginia Cruz, for the IBM Collaborative User Experience research group (Cambridge, USA). 16.07.08

Centre Georges Pompidou

Conference 'Design and new media, speaker: Jussi Ängeslevä' with Anomos-Mosign.
Organiser and moderator with Virginia Cruz. 21.10.07

AWARDS

Design for our Future Selves Helen Hamlyn Competition (UK)

Highly commended. London, 2002

Science Museum Competition (UK)

Shortlisted. London, 2002

Miss Protocole Competition organised by Piaget (Switzerland)

Prize winner. Geneva, 2000

Robert Cantor Memorial Prize (UK)

1st Prize. Birmingham, 2000

Georges Jackson Award Competition (UK)

Shortlisted. Birmingham, 2000

Royal Society of Arts Competition (UK)

Highly commended. London, 2000

Haute Orfèvrerie Française organised by C.P.D.H.B.J.O.

1st Prize, development and design of a prototype in collaboration with Christofle.

Paris, 1999

Les Jeunes Flammes Competition organised by Gaz de France

3rd Prize. Paris, 1998

EXHIBITIONS

Ethnographic Praxis in Industry Conference EPIC2013 (UK)

Exhibited artefact: 'Coach me: innovation in bus travel'.

Collaboration with Virginia Cruz (idsl) and Lionel Ochs (Méthos). London, September 2013

Biennale Internationale Design Saint Etienne

Exhibition: 'Traits d'union, objets d'empathie'.

Exhibited project: Kinetic Sculptures by idsl for reaDIYmate. March - September 2013

Helsinki World Design Capital (Finland)

'8 video portraits of French interaction design', by Association des Designers Interactifs.

Video portrait of Nicolas Gaudron and Virginia Cruz. Helsinki, September 2012

Taipei World Design Expo (Taiwan)

'8 video portraits of French interaction design', by Association des Designers Interactifs.

Video portrait of Nicolas Gaudron and Virginia Cruz. Taipei, October 2011

Lieu du design

Exhibition: 'Objet(s) du numérique, design d'un nouveau monde industriel'.

Exhibited projects: Intensity Player by idsl for Orange Labs and Hacked Monqee by idsl for reaDIYmate. Paris, May - July 2011

Designer's Days organized by APCI

Exhibition: 'Les objets se la racontent' at Galeries Lafayette Maison.

Exhibited: Eyes and mouth radio. Paris, 2005

Festival de Trop

Exhibition: 'Représentations et conventions' at Espace Beaujon. Paris, 2004

Grand Prix de la Création de la Ville de Paris

Show-room Mtop. Paris, 2004

The RCA Show 2002 (UK)

Royal College of Art. London, 2002

Miss Protocole Visionary Collection

Fashion show. Paris, 2000

Equipe Auto

Parc des Expositions Villepinte. Paris, 1999

PUBLICATIONS

Article 'Unpacking the Notion of Prototype Archetypes in the Early Phase of an Innovation Process'

Authors: Sihem Ben Mahmoud-Jouini (HEC), Christophe Midler

In Creativity and Innovation Management, Vol. 29, Issue 1, pp. 49-71. March 2020

Book 'Beyond design ethnography: how designers practice ethnographic research'

Book edited by Nicolas Nova. Case study: 'Designing experiential shots'.

Authors : Virginia Cruz (idsl), Nicolas Gaudron (idsl), p.93-95. January 2015

Article 'Quelque part sur le terrain' ('Somewhere on the field')

Authors: Lionel Ochs (Méthos), Nicolas Gaudron (idsl).

Opening keynote of Ateliers de la Recherche en Design conference, by Lionel Ochs (Méthos). Liège (Belgium), December 2014

Article 'How physical artefacts contribute to design processes'

Authors: Sihem Ben Mahmoud-Jouini (HEC), Christophe Midler (CRG, CNRS-Ecole Polytechnique), Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of "The Power of Words" conference of the Academy of Management. Philadelphia (USA), August 2014

Article 'Objects in projects - on the role of physical artifacts in project management'

Authors: Sihem Ben Mahmoud-Jouini (HEC), Christophe Midler (CRG, CNRS-Ecole Polytechnique), Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of EURAM 2014, European Academy of Management Conference. Valencia (Spain), June 2014

Online publication 'Les Basiques: Le design d'interaction'

Collection Les Basiques of Leonard/Olats publishing house.

Contribution, with Virginia Cruz. September 2013

Article 'Creative artifacts: how stimulators, demonstrators and prototypes contribute to the creative processes'

Authors: Sihem Ben Mahmoud-Jouini (HEC), Christophe Midler (CRG, CNRS-Ecole Polytechnique), Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of IPDMC'13, International Product Development Management Conference. Paris, June 2013

Article 'Open-ended objects: a tool for brainstorming'

Authors: Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of DIS2010. Aarhus (Denmark), August 2010

In Proceedings of IHM09. Grenoble (France), October 2009

Article 'Leading an innovation workshop for pleasurable concepts'

Authors: Agnes Gimeno (Orange Labs), Virginia Cruz (idsl), Nicolas Gaudron (idsl).

In Proceedings of DPPI09. Compiègne (France), October 2009

Book 'Designing the User Interface : Strategies for Effective Human Computer Interaction'

Authors: Ben Shneiderman and Catherine Plaisant, Pearson Addison Wesley, p.186. May 2004

Book 'InterLiving deliverable 1.3 & 2.3, studies of co-designed prototypes in family contexts'

Authors: M. Beaudouin-Lafon, S. Conversy, B. Eiderbäck, N. Gaudron, H. Evans, H. Hansen, H. Hutchinson, S. Lindquist, W. Mackay, C. Plaisant, N. Roussel, and B. Westerlund.

Technical report 231, CID/NADA, KTH. Sweden, 2004

Article 'Weaving an interactive thread: an interactive event for tales'

Authors: W. Mackay, H. Evans, H. Hansen, L. Dachary, and N. Gaudron.

In Proceedings of Tales of the Disappearing Computer. Santorini (Greece), June 2003

PATENTS

Patent 'Affichage d'aide contextuelle pour la commande d'une fonction d'un véhicule'

Inventor: N. Gaudron, patent filed by Renault. 2007

Patent 'Dispositif de commande de fonctions rotatives pour une planche de bord d'un véhicule automobile'

Inventor: N. Gaudron, patent filed by Renault. 2007

Patent 'Système de régulation de vitesse d'un véhicule'

Inventor: N. Gaudron et M. Pinel, patent filed by Renault. 2006

Patent 'Système de visualisation de l'état de verrouillage d'un véhicule'

Inventor: N. Gaudron, patent filed by Renault. 2006

Patent 'Circuit de commande d'un module de traitement pour véhicule'

Inventor: N. Gaudron, patent filed by Renault. 2006

Patent 'Procédure d'aide au démarrage d'un véhicule automobile'

Inventor: N. Gaudron, patent filed by Renault. 2006

Patent 'Module de commande associé à un dispositif d'affichage pour véhicule'

Inventor: N. Gaudron, patent filed by Renault. 2006

Patent 'Communication control device'

Inventors: Wendy Mackay, Michel Beaudouin-Lafon, Nicolas Gaudron, patent filed by INRIA (PCT FR0402135). 2004

PRESS

Medium

Online article 'Entretien avec Jean-Louis Fréchin.' by Benoît Drouillat. 27.11.2019

Copublication web magazine Inriality, Usbek & Rica

Article '2067 ou la disparition des interfaces humains-machines' by Cyril Fiévet. 31.01.18

Magazine 'L'OFFICIEL Horlogerie & Bijouterie'

Issue n°36. Article 'Packaging connecté. Quelles perspectives pour les HBJO?' by Isabelle Hossenlopp. November - December 2015

Magazine 'Formes de Luxe'

Article 'Pistes d'avenir, New techs on the radar' by Alissa Demorest.

N°109, November 2015

Book 'Design impact : quand le design crée de la valeur pour l'entreprise'

Published by the France Design Mission.

Case study 'iDBUS', p.58-59. 2015

Blog 'ProspectiveDesign', agence Aquitaine Développement Innovation

Interviews 'Design et robotique : objets animés, avez-vous un design', 'Design et robotique : se détacher de la forme humanoïde', by Marianne Peyri. 12.06.14

Blog du Monde 'Internet Actu'

Article 'Les usagers sont la clef de l'amélioration des technologies' by Hubert Guillaud. 28.03.14

Blog 'Ethnography matters'

Article 'Ethnographers creating a better bus riding experience for a diverse set of passengers' by Lionel Ochs. 17.02.14

Book 'L'empathie ou l'expérience de l'autre'

Catalogue of Biennale Internationale Design Saint Etienne 2013, p.49. 2014

Blog 'Innovation Excellence'

Article 'Stimulate creativity - open ended objects for brainstorming' by Nicolas Bry. 16.07.12

Magazine 'RSLN, Regards sur le numérique'

Issue on: 'La French touch du design'.

Article: 'Les duettistes', by Pierre Bro, p.19-20. Third Quarter Issue, July 2011

Website 'Imagine ton Futur'

Portraits of entrepreneurs. Interview of Nicolas Gaudron, by Diane Dussud. December 2010

Magazine 'Interior Motives'

Article: 'Renault Dezir', p.38-45. Autumn - Fall 2010

Annuaire des Agences de Design Numérique en France

p.44-47. September 2010

Online magazine, Association des Designers Interactifs

Interview of Nicolas Gaudron and Virginia Cruz, idsl. May 2010

Magazine 'Interior Motives'

Article: 'Renault Zoe ZE', p.4-12. Winter 2009 - 2010

Magazine 'Intramuros'

Issue n°105, p.107. February - March 2003

Magazine 'Agenda Magis' (Italy)

Issue 'Royal College, Open for inspiration by Sebastian Bergne', n°2. December 2002

Magazine 'Blueprint' (UK)

N°199. UK, September 2002

Magazine 'Intramuros'

Issue n°89. June - July 2000

Newsletter 'Design Fax'

May 2000

Magazine 'Archi Design'

Issue n°7. October - December 1999

Magazine 'Le Figaro Magazine'

Issue n°17312. France, April 1999

Magazine 'Intramuros'

Issue n°81. February 1999

Magazine 'Confort Menager'

Issue n°134. March 1999

Newsletter 'Design Fax'

February 1999