
Dr Ricardo O'Nascimento

RESEARCHER · DESIGNER · ARTIST · EDUCATOR

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Interdisciplinary researcher, designer, artist and educator with over 15 years of international experience connecting art, technology and human interaction. Expertise in embodied design, wearable haptics, electronic textiles and circular fashion, combining practice-based research, creative prototyping and participatory methods. Work spans academic research, studio teaching, public exhibitions and industry collaboration, with over 100 exhibitions across 27 countries and 14 artist residencies.

PROFESSIONAL EXPERIENCE

Lecturer in Circular Design and Material Interaction | Loughborough University, UK (Mar 2026 - present)

Postdoctoral Researcher in Sustainable and Circular Textile Innovation | Amsterdam University of Applied Sciences / AMFI, Netherlands (Aug - Dec 2025)

Postdoctoral Researcher in Human Experience | Royal College of Art, UK (Sep 2022 - Jul 2025)

Textiles Circularity Centre: designed studies and workshops on consumer experience, material circularity and sustainable consumption. Developed Biofibre Explorer and Circular Shirt Builder; published research, collaborated with industry, and mentored MA and doctoral researchers.

Co-founder | Shifa Technologies, UK (Mar 2020 - Feb 2024)

Contributed prototyping and branding to medtech development, including the collaborative ShiVent respiratory-support project.

Founder & Creative Director | Popkalab, international (2008 - 2019)

Created interactive installations and wearable systems for international exhibitions, collaborating with artists, scientists and technologists on sensory and haptic experiences.

TEACHING, MENTORSHIP & PROFESSIONAL SERVICE

Guest Lecturer, Fashionable Technologies II | Interface Cultures, University of Art and Design Linz, Austria (2013 - Sep 2026)

Designed and delivered teaching on wearable systems, smart textiles and embodied interaction; supervised projects and facilitated studio critiques.

Workshop Facilitator | International institutions (2013 - present)

Interactive technology, HCI and prototyping workshops for HEAD Geneva, ESDEMGA, UMPRUM Prague, IED Madrid, Fashion and Technology Linz, and the University of Antwerp.

Guest Lecturer | Willem de Kooning Academy, Netherlands (2012 - 2015)

Interdisciplinary workshops for fashion, design, photography, fine arts and lifestyle students.

European Commission programmes: WORTH Steering Board Member (May - Aug 2024), evaluating over 100 applications; ELIIT Steering Board Member (Jun - Dec 2020); WORTH Mentor (Jan 2018 - Jan 2021), supporting 36 awarded projects in concept development, production and market positioning.

EDUCATION

PhD, Design | Loughborough University, UK | 2019 - 2024

Thesis: *Sense Fiction: a sensory-driven design framework for ideating wearable haptic artefacts.*

MA, Interactive Systems / Interface Cultures | University of Art and Design Linz, Austria | 2006 - 2009

Thesis: *Design Wearables for Interactive Art Based on Brazilian Tropicalism.*

Bachelor, Multimedia and Graphic Design | SENAC São Paulo, Brazil | 2000 - 2002

Bachelor, International Relations | Pontifícia Universidade Católica de São Paulo, Brazil | 1996 - 2001

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RESEARCH & CREATIVE EXPERTISE

Research: practice-based and design-led research; qualitative and mixed methods; embodied and multisensory interaction; co-design; Living Lab approaches; consumer wellbeing and textile circularity.

Making: wearable computing, e-textiles, soft circuits, sensors, haptics, circuit design, garment construction, pattern making, 3D printing, laser cutting and augmented reality.

Tools: Arduino, Processing, Max/MSP, Pure Data, Unity, TouchDesigner, Blender, Adobe InDesign / Photoshop / Illustrator, Android Studio, JavaScript, Git and basic Python.

Teaching & collaboration: curriculum and workshop design, studio critique, research mentoring, public speaking, research proposals and international academic-industry partnerships.

SELECTED PUBLICATIONS & WRITING

2026 · O'Nascimento, R., et al. *Circular Shirt Builder: an apparel configurator to support healthier consumption boundaries in the textiles circular economy*. Cleaner and Responsible Consumption, 21, 100390. doi:10.1016/j.clrc.2026.100390

2025 · Petreca, B., et al. (co-author). *The wellbeing framework for consumer experiences in the circular economy of the textile industry*. Humanities and Social Sciences Communications, 12, 1523. doi:10.1057/s41599-025-05813-9

2025 · Baurley, S., et al. (co-author). *Textiles Circularity*. UKRI/EPSC Textiles Circularity Centre. doi:10.60624/kqzs-cz57

2023 · O'Nascimento, R. "I am feeling blue... and red": Exploring alternative ways of feeling colours through a wearable haptic artefact. Multimodality & Society, 3(4), 444-452. doi:10.1177/26349795231194746

2023 · Petreca, B.B., et al. (co-author). *Body x Materials: A workshop exploring the role of material-enabled body-based multisensory experiences*. CHI EA. doi:10.1145/3544549.3573807

2020 · O'Nascimento, R. *Roupas inteligentes: combinando moda e tecnologia*. Editora Senac São Paulo. Author of a book on fashion, technology and creative practice.

Earlier outputs: *TK 730* (co-author, TEI 2012); *Craft and technology to create collaborative artworks* (chapter, V2, 2010); *Headbang hero* (co-author, ACE 2009).

SELECTED PROJECTS & EXHIBITIONS

Sense Fiction - sensory-driven framework and textile toolkit for ideating wearable haptics.

Biofibre Explorer - AR demonstrator supporting material literacy and circular textile engagement.

Circular Shirt Builder - physical modular garment configurator for participatory circular design.

Artistic practice - interactive garments, sound performance and installations, including *Orchestra Scarf* (with BLESS), *Be Loved* (with Iria do Castelo) and *Feather Tales II*.

2024: Numa Circuit / TEA Tenerife, Spain. **2022:** Diverse Voices in Textiles, Loughborough, UK. **2018:** Robot Love / Dutch Design Week, Netherlands; Wear It, Berlin; CEBIT, Hannover. **2017:** Looking Forward FashionTech, Paris. **2016:** Fabricating the Future, Shenzhen; Wearable FashionTech, La Gaîté Lyrique, Paris. **2013:** FILE, São Paulo; KIBLIX, Maribor. **2012:** CYNERTART, Dresden; LABoral, Gijón; Technosensual, Vienna. **2011:** Transmediale, Berlin. **2010:** Ars Electronica, Linz.

RECOGNITION & RESIDENCIES

Recognition: ShiVent team nomination, Africa Prize for Engineering Innovation (2021); INTERFACES honourable mention (2013); CYNERTART Award (2012); Best Practice e-culture Award (2010); Piemonte Share finalist (2008); Rumos Arte Cibernética, Itaú Cultural (2007).

Selected residencies: Media Lab/UFG, Goiânia and Made@EU, Fab Lab Barcelona (2016); MAC Gas Natural Fenosa, A Coruña (2013); LABoral, Gijón and quartier21, MuseumsQuartier Vienna (2012).

LANGUAGES

Portuguese (native); English (C2); Spanish (C1); Dutch (B1); German (A2); Italian (basic).

Full publication record and extended exhibition history: ORCID · onascimento.com/exhibitions