

ALEXANDRA DESCHAMPS-SONSINO



Interaction Designer Entrepreneur

Alexandra Deschamps-Sonsino is a London-based author, consultant and entrepreneur with a background in climate change, tech ethics and the internet of things. She is the founder of the Low Carbon Design Institute that supports artists and designers in taking action to address climate change.

She is the author of 'Smarter Homes: how technology will change your home life' (2018) and 'Creating a Culture of Innovation' (2020). Alexandra was also the first UK distributor of the Arduino and founder of the Good Night Lamp which is in the permanent collection of the London Design Museum. She curated the London Internet of Things Meetup between 2011-2020 and helped the community create BetterIoT, a free checklist to help founders and product managers make more ethical decisions.

She was named 1st in a list of 100 Internet of Things Influencers (Postscapes, 2016), 2nd in Top 100 Internet of Things Thought Leaders (Onalytica, 2014) and in the Top 100 Influential Tech Women on Twitter (Business Insider, 2014). She's been included in the longlist of Computer Weekly's Most Influential Women in Tech in the UK every year between 2017 and 2022.

Her clients have included the UK's Design Council, ING Labs, Bulb Energy, Library of Things, British Telecom, British Gas and BBC R&D. She's a trustee of The Restart Project, a right to repair campaign organisation, and Mediale a York-based arts organisation.

She studied industrial design at the University of Montréal and interaction design at the Interaction Design Institute Ivrea.

Topics (Selection):

- How to address Climate Change when you work in Tech/UX/Design
- The Effects of Climate Change on Tech/UX/Design
- Creating a Culture of Innovation inside a Business
- Smart homes
- Connected Products/Internet of Things and How to Overcome Challenges when you're a Startup
- The Ethics of Connected Products/Internet of Things
- The Ethics of Digital Services/UX

Publications (Selection):

- Smarter Homes: How Technology Has Changed Your Home Life, 2018