

NICOLÁS BRONZINA

AI-Enhanced Futures Designer

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Spanish (native) · English (professional)

I build prototypes and design fiction artifacts that turn research into decisions organizations can act on. I trained as a sociologist before becoming a designer, so the starting point is never a technology: it is someone specific, dealing with a future that arrived without asking.

EXPERIENCE

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| Apr 2026 – | Emerging Technologies Curriculum Designer , UDIT Madrid <ul style="list-style-type: none">– Designed and wrote the Emerging Technologies course (6 ECTS) for the Online Master's in UX Design: six units across science and technology studies, speculative design, and AI as design material– Anchored assessment in one AI system from each student's own practice, from observation to professional proposal– Teach the course as lead instructor from December 2026 |
| Sep 2025 – | Lab Initiator & Research Coordinator , Lab de Mundanidad Forzada <ul style="list-style-type: none">– Coordinate a design fiction research collective distributed across Latin America and Europe, working through ethnographic methods and design interventions |
| Jun 2024 – | Co-founder & Design Fiction Lead , Heated Studio, Madrid <ul style="list-style-type: none">– Develop climate adaptation prototypes for retail, cultural institutions, and urban planning– Insert GenAI-built products, labels, and landing pages into real retail contexts, testing response before the risk lands |
| Mar 2024 – | Managing Partner , BPP Analytics and Design, Madrid ↔ Buenos Aires <ul style="list-style-type: none">– Lead strategic consulting for energy, education, and public sector clients, combining sociological research with futures design– Delivered futures scenarios for a hydrocarbons company, demographic impact analysis for educational institutions, and design fiction work for Escuela de Innovación ITBA– Organized and keynoted the CESBA futures design event, proposing a Futures Anticipation Unit for city government |
| Jan 2024 – Aug 2025 | Design Researcher , Girardin & Nova, Madrid <ul style="list-style-type: none">– Delivered design fiction projects for global telecommunications, financial services, and defense organizations |
| Feb 2023 – Jan 2024 | Design Researcher , Near Future Laboratory, Madrid <ul style="list-style-type: none">– Explored emerging technology futures for mobility sector clients through design fiction prototypes |

SELECTED WORK

Mercado San Telmo, a market adapting to climate inside a 15-minute city · Desert Athleisure, sportswear for a 40°C+ world · Adaptive Museums, museums as climate infrastructure · Cuidados en Red, care for an aging Buenos Aires · OFFicial, an AI voice assistant for asylum seekers.

TEACHING

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| ORT Uruguay | Guest Professor, Master's in Strategic Design and Innovation. Turning STEEP-mapped scenarios into diegetic artifacts: artifacts think, ecosystems validate, friction is the material. |
| ESAA Lyon | Guest Lecturer, DSAA Design Espace. Climate design fiction and future mundane methods, with Matadero Madrid as the live case. |

EDUCATION

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| 2023 | Future Thinking & Forecasting — Institute for the Future, California |
| 2021 | Master's in User Experience Design — UDIT Madrid |
| 2015 | Bachelor's in Sociology — Universidad del Salvador, Buenos Aires |

WRITING & EDITORIAL

20+ essays on Medium and invited essays for Atelier des Futurs. Recent: "Making Software Without Having Learned to Program: A Perspective from Latin America". Otros Futuros, a weekly YouTube channel; MARGIN.SIGNALS, a zine on weak signals from cultural margins.

METHODS

Design fiction · Futures prototyping · Scenario design · Weak signals · Ethnographic research · Workshop facilitation · AI-enhanced foresight