GEORGE GUIDA

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www.xfigura.ai
www.architag.co.uk
www.george-guida.com

Hello! I am the founder of the generative AI platform xFigura and co-founder of the design practice ArchiTAG. As a qualified ARB architect, technology-driven educator, and techno-optimist entrepreneur, my vision is to built a more inclusive, carbon positive, and human-centric future.

EDUCATION

Sept. 2020 - June 2022

HARVARD GRADUATE SCHOOL OF DESIGN
- MArch II Graduate Program, Commendation. Thesis Advisors : Andrew Witt, Jose Luis del Castillo Lopez, Awarded Digital Design Prize 2022
- Cross registration at MIT Media Lab + MIT Sloan School of Management

Sept. 2018

RIBA NORTH WEST
UK ARB Architect Qualification - RIBA Part 3

Sept. 2015 - June 2017

ARCHITECTURAL ASSOCIATION SCHOOL OF ARCHITECTURE
AA Diploma - RIBA Part 2

Sept. 2010 - June 2013

OXFORD BROOKES UNIVERSITY
BA(Hons) - RIBA Part 1

PROFESSIONAL EXPERIENCE

Present

FOUNDER, CEO - XFIGURA.AI
xFigura is an AI-powered architecture ideation platform that enables architects and designers to collaboratively generate, visualize, and refine design concepts with 30+ cutting-edge image and 3D model generation tools. Now partnering with leading architecture firms and used by thousands of users.
- xFigura Waitlist Open + Beta users (Feb. 2025)
- Harvard HAE Accelerator (2024)
- Leading a growing team of 7, including full stack software + product engineers, marketing strategist, and sales representative.

Dec. 2019 - Present

CO-FOUNDER - ARCHITAG LLC
We are a multidisciplanary architecture & technology practice that works between practice, research and academia. Project use built form and emerging technologies to augment and mediate human experience, interaction, and perception. Our toolkit includes custom AI technical solutions, mixed realities, and emerging methods of design practice.

Ongoing •2025 Venice Biennale Exhibition - Designing a Zero-Carbon Future AI and the Power of Collective Imagination - Canons Exhibit, Project Lead.

Ongoing • Monday.com Tech School Pilot AI Program - hands-on training in AI, 3D printing, and design to help underserved NY students build the skills they need for success. Lead instructor and curriculum design for 600 + students across 20+ school, in collaboration with the Department of Education. New York, USA

Ongoing • AI Design Consultancy for 200 person Architecture Firm - AI strategy consultancy with R&D and custom tool building for latest image generation & RAG models. Boston, USA

Ongoing • Design Lead for Mwamba Climbing, Uganda's first rock climbing gym facility. In collaboration with Global Climbing Initiative. Kampala, Uganda

2023/2024 • MUDI Reality + - Augmented Reality installation in permenant gallery in the Museo MUDI in Castel San Pietro Romano, Italy

Full project list at www.architag.co.uk

2022 - 2024

CO-FOUNDER - SKILLVERSE
Early Stage Ed-tech Start up using AI and VR to democratize high quality educaiton
- Harvard Innovation Lab - Start it track (2022); MIT Fuse Accelerator at Martin Trust Center (2023); MIT Sandbox Innovation Fund Program (2023)

Aug. 2022 - Dec. 2023

ML CONSULTANT - CERTAIN MEASURES
Part-time consultant on data driven design exhibitions + AI workflows.

Sept. 2017 - June 2020

ARCHITECT + LEED AP - FOSTER + PARTNERS
ARB RIBA and LEED AP Architect on high-end International projects, based in London headquarters as part of Studio 3.

Sept. 2017 - June 2020

ARCHITECTURAL ASSISTANT - CZWG ARCHITECTS
Part 1 Architectural Assistant on UK based cultural and residential projects.

ACADEMIC WORK / RESEARCH

Fall 2025

LECTURER - STUART WEITZMAN SCHOOL OF DESIGN - UPENN
ARCH 7326-001 Design Intelligence: AI Prototyping for Architects

Sept. 2022 – Present

TEACHING FELLOW - HARVARD GRADUATE SCHOOL OF DESIGN
- STU-1231 – Collaborative Design Engineering Studio I with SEAS (Fall 2024)
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- VIS-2224 – Neural Bodies with Andrew Witt (Spring 2023)
- SCI-6365 – Enactive Design: Creative Applications through Concurrent Human-Machine Interaction, with Jose Luis Garcia del Castillo (Fall 2022)

March 2021 – Spring 2024

RESEARCH ASSOCIATE - HARVARD LABORATORY FOR DESIGN TECHNOLOGIES
- Research focus on computer vision applied to adaptive reuse topics, Web3 in Real Estate, Material Perception using Virtual Reality.
- Prior research as research assistant conductec on 3D machine learning, including workflows using StyleGAN, 3DGAN, ShapeGAN.

Spring 2024

ADJUNCT PROFESSOR - WENTWORTH INSTIRUTE OF TECHNOLOGY
From Datasets to Places: Generative AI in Design Practices, Graduate Elective

Spring 2024

VISITING LECTURER - NORTHEASTERN UNIVERSITY (CAMD)
Prototyping with Code, Undergraduate Elective

Fall 2022

RESEARCH ASSISTANT - CITY SCIENCE GROUP AT MIT MEDIA LAB
Research on genetic city design processes and visualization.

Jan. 2021 – May. 2022

TEACHING ASSISTANT - HARVARD GRADUATE SCHOOL OF DESIGN
- STU-1320 - Kit House Studio with George Legendre (Spring 2022);
- VIS-2224 - Neural Bodies with Andrew Witt (Fall 2022)
- VIS-2227 - Writing Form with George Legendre (Spring 2021)

Ongoing

GUEST CRITIC
- Spring 2025 - WIT Final Reviews
- Spring 2024 - IAAC's Master in Advanced Computation for Architecture & Design Final Review;
- Fall 2024 - Harvard GSD MDE IDEP Mid-year Review;
- Spring 2024 - Northeastern University AI Fabrication Elective Final Review; Harvard Graduate School of Design Mediums Final Review
- Prior - Chinese University of Hong Kong, Hong Kong University, Rhode Island School of Design, Harvard Graduate School of Design, Architectural Association School of Architecture

Ongoing

THESIS ADVISOR
- Spring 2025 - Vera Wu, Yiko Li @Harvard MDE - "Enhancing Digital Literacy Through Multi-Agent Interaction"
- Fall 2025 - Thomas Morden @WIT - "HyperReal Urban Experiences – A Mixed Reality Experience" *Edward Allen Student Award for Excellence in Building Technologies*
- Spring 2024 - Dante Egizi @WIT - "Let's Connect: Extending Reality, Transforming the Home"

SELECTED WORKSHOPS

Ongoing Weekly	Onboarding or Academic Workshops for xFigura.ai - ETH, HKU, GSD, UF, UM, UH etc.
Aug. 2025	City Futures AI Workshop + Challenge - Futurly Workshop on xFigura, ComfyUI, and AI-Aided Design Workflows, Online
Aug. 2025	Design Intelligence: AI Tools & Tactics for MDE - Harvard MDE pre-term workshop
April 2025	Neural Architecture: AI-Powered Form-Building - PAAcademy - Online Workshop on 3D generative AI workflows & applications in Architecture
Nov. 2025	AI + Architecture Ideation Workshop - Carnegie Mellon University Architecture
Dec. 2024	So, what about control: AI and future of practice - University of Toronto - Humbi Song AI Elective
Oct. 2024	Advanced AI Workshop - DigitalFutures Series
June 2024	Artificial Intelligence in Architecture: Let's Talk Regulation - NCARB Annual Business Meeting 2024 - Chicago
Mar. 2024	AI in Design Practices - Workshop @University of South California
Mar. 2024	Introduction to 3D Generative AI - Workshop @Florida International University
Mar. 2024	Architectural Intelligence - Catalyst 2024 5-day Workshop - University of Minnesota
Oct. 2023	3D Neural Synthesis - ArchiTAG Workshop on 3D AI + Architecture
Oct. 2023	Advanced AI Workshop - DigitalFutures Series
Aug 2023	AI for 3D Design Applications - Unbuilt.xyz Competition Course
Mar. 2023	Neural 3D Synthesis - CAADRIA Conference
Mar. 2023	Advanced Diffusion Models in Architecture - DigitalFutures Series
Spring 2023	Neural Bodies Elective 2D + 3D Weekly Workshops - Harvard GSD
Nov. 2022	Architectural Intelligence: Multimodal Machine Learning - SIGRADI Conference
Oct. 2022	AI + Physical Computing Workshop - Rhode Island School of Design
June 2022	Generative Metaverse: ML Applicaitons in Architecture - DigitalFutures
Jan. 2022	Exquisite Corpse 2.0: ML Applicaitons in Design - Harvard University GSD
Sept. 2021	Physical Computing Workshop - Chinese University of Hong Kong
July 2021	Machine Intelligence in Architecture 2.0 - DigitalFutures

SELECTED PUBLICATIONS

Dec. 2024 — Guida, G., Song, H. (2024). From AI-Aided Design to Physical Prototyping: Pedagogical Experiments for Fostering Critical AI Literacy. SIGraDi 2024 - Biodigital Intelligent Systems Conference.

Oct. 2024 — Guida, G., Richter-Lunn, K., & Bechthold, M. (2024). Thermal-material priming: The influence of building materials on thermal perception and tolerance in immersive virtual environments. Building and Environment, 112073. https://doi.org/10.1016/j.buildenv.2024.112073

Oct. 2023 — Crossley, T., Goepel, G., Guida, G. (2023) Augmenting Beyond the Physical: DMUConstellation, a Mixed Reality Exhibition Experience that Promotes Participatory Engagement and Distributed Access. Future Technology Conference. Awarded Best Presentation.

Oct. 2023 — Guida, G., Escobar, D., Navarro, C. (2023) 3D Neural Synthesis: Gaining Control with Neural Radiance Fields. ACADIA 2023: Habits of the Anthropocene.

March 2023 — Guida, G. (2023) Multimodal Architecture: Applications of Language in a Machine Learning Aided Design Process. Preceedings of the 28th International Conference of the Association for Computer-Aided Architectural Design Research in Asia.

March 2023 — Goepel, G., Guida, G., Loayza, A. (2023) Towards Hyper-Reality: A Case Study Mixed Reality Art Installation. Preceedings of the 28th International Conference of the Association for Computer-Aided Architectural Design Research in Asia.

Feb. 2023 — Guida, G. (2023). Architectural Intelligence. Igloo, 20 Feb., pp.98–101.

Jan. 2023 — Guida, G. and Carmona, N. (2023). Preserving the Magic in the Magic City - The effects of Climate Gentrification, Miami Remix. Knight Foundation, pp.40–45.

Dec. 2022 — Guida, G. (2022). Multimodal Architecture: Applications of Language in a Machine Learning Aided Design Process – KoozArch. [online] www.koozarch.com. 22 Dec.

Nov. 2022 — Guida, G., Gan, A., Kim, D., Shah, D., Youn, H. and Seibold, Z. (2022). Modulo Continuo 5-Axis ceramic additive manufacturing applications for evaporative cooling facades modules. Co-creating the Future: Inclusion in and through Design - Proceedings of the 40th Conference on Education and Research in Computer Aided Architectural Design in Europe (eCAADe 2022), 1, pp.47–55.

2022 — Kim, D., Guida, G. and García del Castillo y López, J.L. (2022). PlacemakingAI: Participatory Urban Design with Generative Adversarial Networks. CAADRIA proceedings. doi:10.52842/conf.caadria.2022.2.485.

2021 — Kim, T., Guida, G. and Kim, D. (2021). VitruviAR: Interactive Augmented Reality for Early Design Stage Applications. SIGraDi 2021 Designing Possibilities Ubiquitous Conference, 1, pp.1101–1112.

July 2021 — Guida, G., Tian, R. and Dong, Y. (2021). Multimodal Virtual Experience for Design Schools in the Immersive Web. Towards a new, configurable architecture - Proceedings of the 39th eCAADe Conference, 1, pp.415–424.

SELECTED ARTICLE MENTIONS

June 2025 — "RIBA Artificial Intelligence Report 2025" – Part of UK RIBA AI Advisory Board

Apr. 2025 — "xFigura: Your All-in-One AI Sandbox for Collaborative Architectural Ideation" – PA

Jan. 2025 — "Strutture Latenti: Tra Modelli Generativi e Design Contemporaneo" – Il Bunker Article

Mar. 2024 — "Forty-one per cent of architects now using AI" says RIBA report" – Dezeen Article

Aug. 2023 — "Will Architects really lose their jobs to AI?" – Interview by Dezeen

Aug. 2023 — "Ten AI companies that architects and designers need to know" – Interview by Dezeen

Dec. 2023 — "Lisbon Installation Dark Matter University" – ArchiTAG MR Installation Feature

April 2021 — "Drum roll: Arts First Returns Live" – Self Compass MR Installation Feature

April 2021 — "A Search for a Virtual Harvard" – Gund.io Project Feature by Harvard Kirkland Gallery

SELECTED LECTURES

June 2025	AI + Architecture: The Future of Practice – India Council of Arch. Conference, Online Lecture
Mar. 2025	Interrogating Intelligence in Artificial Architecture – Sharjah, American University of Sharjah, UAE
Mar. 2025	Design-Tech Talk 4.0 – Online, PAAcademy
Jan. 2025	AI for Sustainable Architectural Practice – AI + Architecture Summit 2025: Sustainability, Morecambe Wintergardens, UK
Jan. 2025	Towards a New AI Architecture: Future of Practice – Carnegie Mellon Spring '25 Architecture Public Program, PA
Dec. 2024	AIA Kentucky AI & The Built Environment – AIA Kentucky Members Online Lecture + Credits
Dec. 2024	NCARB AI in Architecture: Let's Talk Regulation – NCARB Live Webinar, YouTube
Nov. 2024	Artificial Intelligence in Architecture: Future of Practice – UMass Amherst Fall '24 Architecture Public Program + AIA Credits, MA
Nov. 2024	Deep Dive into AI + Design Tooling – Harvard GSD, Enactive Design Elective
Sept. 2024	AI + Future of Practice – Payette OpenLAB, VT, Boston
Aug. 2024	'Generative AI Art Creation Talent Training' – Tongi University, Zoom
May 2024	Artificial Intelligence in Architecture: Future of Practice – Schemmer Architecture
April 2024	Generative AI & VR in Architecture – ETH Zurich, Virtual Reality Design Studio, Zoom
Mar. 2024	Architecture in the Age of AI – Association of University Architects Members Lecture
Mar. 2024	Architectural Intelligence – Lecture @University of Florida, Fundamentals of Computation
Jan. 2024	Artificial Intelligence in Architecture: Future of Practice – AI Keynote Lecture for 2024 NCARB Regional Summit, Savannah, Georgia
Nov. 2023	Future of Design Practices – Lecture @Northeastern University, 'Co-Designing Futures: Human and AI Collaboration in Fabrication' Seminar
Oct. 2023	AI & The Future of Design – Lecture @ WIT, 'Design Magic' Elective
Oct. 2023	Generative Metaverse – ETH Zurich, Virtual Reality Design Studio
Mar. 2023	Whats Happening out there? AI in Practice – Wentworth IT Faculty Lecture
Nov. 2022	CAADRIA AI Chair & Paper Reviewer – Conference Session 6B Chair on 'AI + ML in Design'
Nov. 2022	Harvard GSD AI Lecture – AI & Architecture – What's happening out there?, Lecture
Nov. 2022	RISD Machine Assemblage Studio – Architectural Intelligence, Lecture
Oct. 2022	Share Bucharest 2022: International Architecture and Engineering Forum – Architectural Intelligence: Creative Applications of AI from Design Practice to the Metaverse, Lecture + Panel Discussion
Oct. 2022	RISD Sensing Spaces Studio Lecture – AI & Participatory Design, Lecture
Oct. 2022	DigitalFutures World – Metaverse and Architecture, Lecture + Discussion
Sept. 2022	Sunken Blimp Creative AI Dive Live Series – Multimodal AI in Architecture, Lecture
May 2022	HK AIA 'AI Research Applications & Computer Vision' – AutoDesk, Panel Moderator

OTHER

Sept. 2025	ACSA AI Conference WIT – Panel Moderator
2025 – Ongoing	RIBA AI Expert Advisory Group – UK
2022 – 2024	Harvard Italian Student Society (HISS) – Executive Vice President / Treasurer
Oct. 2023	Machine Learning & Entrepeneurship Student Support – On-going
March 2023	The Plan Journal Paper Peer Reviewer on AI + Architecture topics
March 2021	CAADRIA AI Panel Moderator + Paper Reviewer
June 2022	GSD Masters in Design Studies R&D Award
2021 – 2022	Harvard GSD Plimpton Poorvu Prize – Second Place
May 2022	Harvard MArch II Class Representative
Oct 2022	Harvard Arts First Festival – Awarded AR Installation
Oct 2022	Future of Mobility Competition – Finalist
Oct 2018	Mona Metaverse Competition – Finalist
Ongoing	Italia Nostra Arcipelago Toscano – Active Architect Member for Non-Profit

SKILLS

3D Modeling: Revit, AutoCAD, Rhinoceros, Unity, Unreal, Houdini
Coding: Grasshopper + Plugins, C#, Python including ML frameworks, Processing, Arduino, basic front end-development etc.
Rendering + Design: VRay, Full Adobe Suite, Figma, Lumion, Octane
Digital Fabrication + Robotics: Arduino, RobotStudio, ABB 3D Printing
Other: Am a long time rock climber and love the outdoors!
Languages: English + Italian (Fluent), French (Academic B2), Spanish (Basic)