

# Camila Sevalho Corcao

Date of birth: 05.01.1987

British/ Brazilian

She/her

07522 124099

camilasevalho@gmail.com

[LinkedIn profile](#)

## Personal Statement:

With 13 years international experience in UX & behavioural research across health, tech & FMCG, I have a passion for translating complex human insights into inclusive, evidence-based strategies that improve usability, accessibility, and engagement. Naturally inquisitive, I dedicate my career to uncovering what drives people's decisions and using that to design products and services that truly serve them. I'm a trusted partner to cross-functional teams, building strong relationship with stakeholders and mentoring peers with their own research, while bringing rigour, empathy, and clarity to every stage of the product lifecycle and ensuring user perspectives shape both strategy and delivery.

## Capabilities:

- Effectively collaborate and build strong partnerships with cross-functional teams -remotely or in person- to achieve common business outcomes.
- Quick to learn and adopt new skills/tools to continuously improve research impact
- Condensing complex findings into easy to digest, actionable insights.
- Easily break down ambiguous questions into concrete & actionable research routes that align with business objectives

## Professional experiences:

### **Aug 2022 - present: User researcher for Tails.com**

- Leading end-to-end user research across UK and DE markets to inform product, brand, and service strategy.
- *Key achievements:*
  - Building strong relationships with stakeholders to define impactful research questions and translate evidence into decisions that improve experience and conversion.
  - Delivering mixed-method studies (interviews, ethnography, usability testing, surveys) focused on inclusivity and data integrity, while accommodating evolving business needs
  - Designed and implemented a continuous feedback programme surfacing metrics that shaped cross-functional priorities across Product, Marketing, and Proposition.
  - Mentored peers and non-research colleagues to conduct robust, ethical studies, supporting a culture of evidence-led design.

### **Nov 2020 - Aug 2022: independent UX researcher for Flavour School charity**

- Led discovery and usability studies to improve accessibility and engagement in education and health services.
- *Key achievements:*
  - Designed and conducted discovery and usability studies to improve accessibility and engagement in education and health services.
  - Facilitated insight workshops translating complex findings into actionable recommendations.
  - Improved charity materials to increase school engagement and identified new opportunities for inclusive sensory education.
  - Advocated for user-centred practices that shaped service strategy and delivery.

### **May 2017 - December 2020: Watch Me Think - Senior Qualitative Researcher**

- Delivered user and consumer research across UK and global markets, combining behavioural and sensory insights.
- Account management alongside research work from Jan 2018 - April 2019
- *Key achievements:*
  - Secured long lasting partnerships with global clients through high quality studies containing strategic and actionable recommendations, embedding insights into product roadmaps.
  - Led ethnographic and online research to uncover motivations and barriers driving product adoption.
  - Developed agile, low-cost testing protocols to accelerate decision-making and product validation.

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## Professional experiences (part 2):

### May 2017 - December 2020: Watch Me Think - Senior Qualitative Researcher

- Key achievements (cont)
  - Development of a protocol for online sensory testing for accurate, actionable feedback to product development teams
  - Setting up and leading Internal training in R&D so the team could respond to R&D clients queries more effectively.
  - Ran workshops and facilitated stakeholder engagement across international teams to embed user insights into decision-making.

### Jan 2015 - July 2016: Danone Nutricia Research - Sensory & consumer insights manager

- Managed end-to-end qual research projects in global markets, applying health & behavioural research in nutrition and wellbeing.
- Key achievements:
  - Co-authored a peer-reviewed scientific article "Assessing a tool for self-monitoring hydration using urine colour in pregnant and breastfeeding women: a cross-sectional, online survey" in Annals of Nutrition and Metabolism 70 Suppl 1(1):23-29, June 2017
  - Developed qualitative methods to improve prototype testing that balance speed, rigour and costs, supporting fast-paced product development cycles.
  - Led internal initiatives that increased the awareness of the importance of consumer-led business decisions - achieved through a top to bottom engagement strategy in order to achieve a global engagement at all functional levels.
  - Developed and managed the international community for the research centre - increased awareness of the importance and positive impacts of inclusion and diversity within the business.
  - Social Media management for the Sensory & Behaviour Science department worldwide with higher engagement and a stronger sense of community building which facilitated the exchange of experiences and methodologies across the different business units.

### April 2013 - Aug 2014: University of Toulouse - Post doc/PhD research assistant

- Supported PhD and post-doctoral studies on nutrition, obesity and oncology through in-depth interviews with hospitalised patients, analysing the data, writing report and sharing results in wider group workshop.
- Key achievements:
  - Identified behavioural drivers that informed clinical research and improved patient engagement on treatment.
  - Identification of potential research areas that could help healthcare professionals when encouraging specific types of treatments.
  - Contributed to published reports influencing healthcare strategies and wellbeing initiatives

## Languages:

Portuguese: fluent

English: fluent

French: fluent

Spanish: fluent

German: basic

Italian: basic

## Education:

### 2012-2014: MSc Social Sciences applied to Food & Nutrition

University of Toulouse, France

### 2009-2010: Commercial cookery

TAFE institute of Technology Australia

### 2005-2008: Bachelor's degree in Tourism with food & beverage emphasis

University of Parana, Brazil

## Core skills:

- User research (qual & quant) & mixed-methods analysis
- Storytelling & synthesis
- Usability testing (moderated & unmoderated)
- Ethnography & behavioural insights
- Inclusive & ethical research
- Stakeholder management
- Workshop design
- Mentoring & training
- Product discovery & evaluation

## Computing:

Programming languages: basics of Python, CSS, HTML, JavaScript

Microsoft Office: advanced

Google analytics: basic

Social media management (Instagram and Facebook): advanced

Canva: intermediate

## Interests:

Food education/nutrition - social media management - cryptocurrency - cultural exchange - languages - music - animals