

## **Felipe Reinoso Carvalho**

Assistant Professor

Marketing Area

Joined the School in 2017

### Academic Background

- 2013 - 2017      PhD in engineering and psychology, as part of joint doctorate agreement between the faculties of Engineering (VUB) and Experimental Psychology (KUL). Vrije Universiteit Brussel - VUB / KU Leuven – KUL. Belgium.
- 2010 - 2011      MSc in Acoustics. Polytechnic University of Madrid. Madrid, Spain.
- 2000 - 2004      Bachelor in Sound Engineering. Inacap, Campus Pérez Rosales, Santiago, Chile.

### Teaching Experience

#### **COURSES TAUGHT IN RECENT YEARS**

##### **Graduate**

Consumer Behaviour (University of Angers)

##### **Undergraduate**

Algebra (Teaching Assistant. Inacap)

Calculus (Teaching Assistant. Inacap)

C++ Programming (Teaching Assistant. Inacap)

### Academic Activities

2017 – to date    Assistant Professor. UASM. Bogotá, Colombia.

2012 - 2017      Researcher in Applied Acoustics, Vrije Universiteit Brussels, Belgium.

2013 - 2014      Tutor. Systematic Musicology. IPEM/University of Gent, Belgium, with Prof. Marc Leman.

### Other Professional Experience

2006 - 2010      Project manager, Voicez Inc., São Paulo, Brazil (2006-2010).

2005 - 2006      Sound Design, Play it Again, São Paulo, Brazil (2005-2006).

### Research

#### **PEER REVIEWER FOR JOURNALS**

Journal Food Quality and Preference.

Journal i-perception.

Journal Criminological Encounters.

ACM conferences (Association for Computing Machinery).

ACE conferences (Advances in Computer Entertainment Technology).

EAA conferences (European Acoustics Association).

## Publications

### ARTICLES IN ACADEMIC JOURNALS

- 2017 Reinoso Carvalho, F., Wang, Q. J., van Ee, R., Persoone, D., Spence, C. (2017). "Smooth Operator": Music modulates the perceived creaminess, sweetness, and bitterness of chocolate. *Appetite*, 108, 383 - 390.
- 2017 Wang, Q. J., Reinoso Carvalho, F., Persoone, D., Spence, C. (2017) Assessing the effect of shape on expected and actual chocolate flavor, *Flavour*, 6(1), 2.
- 2016 Reinoso Carvalho, F., Wang, Q. J., de Causmaecker, B., Steenhaut, K., van Ee, R., Spence, C. (2016). Tune that Beer! Finding the Pitch Corresponding to the Taste of Bitter Beers. *Beverages - special issue "Consumer Behavior and Beverage choice"*, 2(4), 31.
- 2016 Reinoso Carvalho, F., Velasco, C., van Ee, R., Leboeuf, Y., Spence, C. (2016). Music Influences Hedonic and Taste Ratings in Beer. *Frontiers in Psychology*, 7, 636-648.
- 2016 Reinoso Carvalho, F., Wang, Q., van Ee, R., Spence, C. (2016). The influence of soundscapes on the perception and evaluation of beers. *Food Quality and Preference*, 52, 32 - 41.
- 2015 Reinoso Carvalho, F., Van Ee, R., Rychtarikova, M., Touhafi, A., Steenhaut, K., Persoone, D., Spence, C. (2015). Using sound-taste correspondences to enhance the subjective value of tasting experiences. *Frontiers in Psychology*, 6 (1), art.nr. 1309, 1- 8.
- 2015 Reinoso Carvalho, F., van Ee, R., Rychtarikova, M., Touhafi, A., Steenhaut, K., Persoone, D., Spence, C., Leman, M. (2015). Does Music Influence the Multisensory Tasting Experience? *Journal of Sensory Studies*, 30 (5), 404 - 412.
- 2014 Reinoso Carvalho, F., Tiete, J., Touhafi, A., Steenhaut, K. (2014). ABox: New method for evaluating wireless acoustic-sensor networks. *Applied Acoustics*, 79, 81 - 91.
- 2013 Dominguez, F., Nguyen, T., Reinoso Carvalho, F., Touhafi, A., Steenhaut, K. (2013). Active Self-Testing Noise Measurement Sensors for Large-Scale Environmental Sensor Networks. *Sensors*, 13 (12), 17241 - 17264.

### CONFERENCES AND SEMINARS

- 2016 Euroregio 2016 International Conference (Section Auditory and Multisensory Perception). June 13 - 15. Porto, Portugal. Conference Chair.
- 2015 Euronoise 2015 International Conference (Section Auditory and Multisensory Perception). May 31 - June 3. Maastricht, Netherlands. Conference Chair.

### INVITED TALKS (CONGRESS/SEMINARS)

- 2017 International Congress of Marketing, Universidad de las Américas. June 6. Quito, Ecuador.
- 2017 Seminar Chocolate... Smaakt naar meer! Cacaolab, University of Gent. June 1. Gent, Belgium.
- 2016 Institute of Psychology, Universidade Federal do Rio Grande do Sul (UFRGS). July 6. Brazil.
- 2016 Center of Technology in Acoustics, Universidade Federal de Santa Maria (UFSM). July 4. Santa Maria, RS, Brazil.

- 2016 Iminds Research institute Expertise Centre for Digital Media, University of Hasselt. October 28. Hasselt, Belgium.
- 2016 Cyber T.U., Lab of Prof. Takuji Narumi (University of Tokyo). November 9. Tokyo, Japan.
- 2016 Seminar in Applied Economics and Management, Solvay Business School (Université Libre de Bruxelles). December 15. Brussels, Belgium.
- 2016 Lab of Experimental Philosophy, Unisinos. July 11. São Leopoldo, RS, Brazil.
- 2016 Nucleus of Auditory Communication, Universidade Estadual de Campinas (UNICAMP), July 12. Campinas, SP, Brazil.
- 2016 Center of Mathematics, Computer and Cognition, Universidade Federal do ABC (UFABC)., July 13. Santo André, SP, Brazil.

## PROCEEDINGS

- 2016 Reinoso Carvalho, F. (2016). The Potential Added value of Sound in Multisensory Tasting Experiences. Perception day at Donders Institute, Radboud University, Nijmegen, Netherlands.
- 2016 Reinoso Carvalho, F., van Ee, R., Rychtarikova, M. (2016). Matching soundscapes and music with food types. Proceedings of Euroregio. Euroregio. Porto, Portugal, 13 – 15. June 2016 (art.nr. 9) (pp. 178 - 186). Lisboa: Sociedade Portuguesa de Acústica.
- 2016 Reinoso Carvalho, F., Steenhaut, K., Touhafi, A., van Ee, R., Velasco, C. (2016). Soundenhanced gustatory experiences and technology, Proceedings of the 18<sup>th</sup> ACM International Conference of Multimodal Interaction: ICMI 2016, November 12 - 14, 2016. Tokyo, Japan.
- 2016 Velasco, C., Reinoso Carvalho, F., Petit, O., & Nijholt, A. A multisensory approach for the design of food and drink enhancing sonic systems (2016). Proceedings of the 18<sup>th</sup> ACM International Conference of Multimodal Interaction: ICMI 2016, November 12 - 14, 2016. Tokyo, Japan.
- 2016 Reinoso Carvalho, F., Touhafi, A., Steenhaut, K., van Ee, R., Velasco, C. (2016). Using sound to enhance taste experiences: An Overview. Proceedings of the 12<sup>th</sup> International Symposium on Computer Music Multidisciplinary Research (CMMR). São Paulo, SP, Brazil 5 – 8. July 2016 (pp. 241 - 252). Marseille, France: Publications du L.M.A.
- 2016 Reinoso Carvalho, F., Touhafi, A., Steenhaut, K. (2016). Wireless Sensor Networks for sound design: AES Paris 2016: Vol. 140. AES Paris 2016. Paris, France, 4 – 7. June 2016 (art.nr. 9581) (pp. 9581 - 9595). New York: AES.
- 2016 Reinoso Carvalho, F. (2016). How sound can influence taste perception? Proceedings of the 3<sup>rd</sup> ABAV PhD and Young acousticians day. ABAV PhD and Young acousticians day. Gent, Belgium, January 25, 2016.
- 2015 Reinoso Carvalho, F., van Ee, R., Touhafi, A., Steenhaut, K., Rychtarikova, M. (2015). Assessing multisensory tasting experiences by means of customized soundscapes. Euronoise 2015: Vol. 1 (1). Euronoise 2015. Maastricht, the Netherlands, 1 - 3 June 2015 (pp. 739 - 744). Maastricht: Stichting Euronoise.
- 2013 Reinoso Carvalho, F., van Ee, R., Touhafi, A. (2013). TASTE - Testing Auditory Solutions Towards the Improvement of the Tasting Experience. Proceedings of the 10<sup>th</sup> International Symposium on Computer Music Multidisciplinary Research (CMMR) 2013. Marseille, France, 15 – 18. October 2013 (pp. 795 - 805). Marseille, France: Publications du L.M.A.
- 2013 Reinoso Carvalho, F., Tiete, J., Touhafi, A., Steenaut, K. (2013). ABOX: Anechoic Boxes. VUB PhD Research Day: vol. 1 (1). VUB PhD Research Day. Brussels, Belgium, May 31. 2013, 113 - 113, Abstract No. 129.
- 2004 Reinoso Carvalho, F. (2004). Analysis of the musical production of the Brazilian Tropicália

Movement. 5to Encuentro de audio AES Latinoamerica. Encuentro de audio AES Latinoamerica. Santiago de Chile, Chile, 1 July 2004.

Reinoso Carvalho, F. (in press). The Potential Added value of Sound in Multisensory Tasting Experiences. Perception day at Donders Institute, Radboud University, Nijmegen, Netherlands.

#### Entrepreneurship

2017 – to date The Sound of Food.

2016 – to date The Sound of Chocolate.

2015 – to date The Sound of Flavour.

2013 – 2017 T.A.S.T.E. Testing Auditory solutions towards the Improvement of the Tasting Experience.

#### Scholarships and Academic Distinctions

2013 - 2017 Full doctoral scholarship granted by CAPES/Brazil: 2013-2017.

2016 Conference Travel Grant – ACM/ICMI 2016; granted by University of Kyoto.

2016 Conference Travel Grant – ACM/ICMI 2016; granted by Vrije Universiteit Brussel.

2016 Conference Travel Grant – ACM/ICMI 2016; granted by FWO, Flanders.

2016 Conference Travel Grant – CMMR 2016; granted by FWO, Flanders.

2012 Conference Travel Grant – Tecniacústica, 2012; granted by the Spanish Acoustic Association (SEA).