



Curriculum Vitae

Ali Aslefathi

Ph.D. Student in Cognitive Neuroscience, University of Tabriz, Iran
Aliaslefathi@tabrizu.ac.ir & @gmail.com, LinkedIn, GitHub, X, ResearchGate
Personal Website, Orcid

Education

- Ph.D. Student in Cognitive Neuroscience (Sep 2024 - Present), University of Tabriz, Iran
- M.Sc. in Cognitive Science with Focus on Media Studies (Sep 2022 - Sep 2024), Tabriz Islamic Art University, Iran
- M.A. in Intelligent Simulation Design (Sep 2017 - Sep 2019), Tabriz Islamic Art University, Iran
- B.A. in Multimedia (Sep 2013 - Sep 2017), Tabriz Islamic Art University, Iran

Research Projects and Theses

- **M.Sc. Thesis:** Investigating Visual Attention to Vertical Short Videos on Social Media Using EEG and Eyetracker
- **M.A. Thesis:** Designing a Gamified System to Improve Children's Interaction Culture with the Environment
- **B.A. Thesis:** Research and development on Material Systems for Enhanced Immersion in Computer-Generated Imagery Effects with Focus on Glass

Research Interests

- Neurotechnology, Brain-Computer Interfaces (BCI), and Virtual/Augmented Reality (VR/AR)
- Neuromedia and Neuroaesthetics
- Cognitive Modeling, Experimental Design, and Human-Computer Interaction (HCI)

- Serious Games, Gamified Environments, and UI/UX Design
- Computational Social Science

Technical and Analytical Skills

- **Programming and Data Analysis:** MATLAB (EEGlab, ERPlab, Psychophysics Toolbox), Python, R, SPSS, Jamovi, GraphPad Prism
- **Experimental Methods:** EEG Data Analysis, Eye Tracking, Experimental Design, Cognitive Neuroscience, Human-Computer Interaction
- **Qualitative Analysis Tools:** NVivo, Atlas.ti
- **Game and VR Development:** Unity, Unreal Engine

Contributions to Award-Winning Projects

- **Tiara and Her Troubled Pedigree** – National Festival of Serious Games (Fajr), 2024
Provided strategic team support, network facilitation, and conceptual alignment for the serious cognitive game “Tiara and Her Troubled Pedigree,” which received the Honorary Diploma for Best Serious Game at the 2024 festival.
Focus: Team building, cognitive alignment, and idea refinement.

Publications / Conference Presentations

Upcoming publications in preparation based on M.Sc. thesis results.

- **A Comprehensive Review on the Application of Gamification Capabilities in Smart City Citizens’ Lives**
Ali Aslefathi, Ali Nateghi (2019).
Presented at the First International Conference on Smart City: Challenges and Strategies (in Persian).
[View Abstract and Download](#)
- **A Method for Analyzing and Designing Game Space by Predicting Player Gaze Using Convolutional Neural Networks**
Mohammad Dargahi, Ali Aslefathi, Younes Sakhavat (2018).
Oral presentation at the 4th National and 2nd International Conference on Computer Games: Opportunities and Challenges (in Persian).
[View Abstract and Download](#)

Invited Speaker

- Invited Speaker: “Cognitive Science and Media Studies,” University of Isfahan, December 2023

Workshops & Trainings

- **Neuromatch Academy 2025** - Computational Neuroscience (expected)
- **Psychophysics For designing behavioural tasks** - IPM 2025
- **Advanced EEG Data Analysis** – Coursera (Duke University), 2024
- **Neuromatch Academy 2023** - Computational Neuroscience
- **An Introduction to Consumer Neuroscience & Neuromarketing** (Copenhagen Business School) – March 2025
Skills: Cognitive Neuroscience, Neuroesthetics, Neuromarketing, Eye Tracking
- **Comprehensive Eye Tracker Data Registration, Analysis, and Processing** (Shahid Beheshti University) – June 2024
Skills: Eye Tracking, R (Programming Language), Cognitive Neuroscience, Human-Computer Interaction
- **Mendeley Advisor** (Mendeley) – Since April 2020
Skills: Mendeley, Reference Manager, Academic Research

Online Courses & Certifications

- **Synapses, Neurons and Brains**, Coursera, Certificate earned: December 25, 2022
- **An Introduction to Consumer Neuroscience & Neuromarketing** – Coursera, Certificate earned: December 25, 2022
- **Rémi Arnaud: Chief Software Architect** (Lynda.com) – April 2019
- **Substance Designer 2018 Essential Training** (Lynda.com) – April 2019
- **Writing in the Sciences** – Coursera, Certificate earned: August 7, 2021
- **Advanced Writing** – Coursera, Certificate earned: August 7, 2021
- **Using Databases with Python** – Coursera, Certificate earned: December 1, 2020
- **What is Data Science?** – Coursera, Certificate earned: Date TBD

Research Experience

- **Researcher, Cognitive Neuroscience Department**, University of Tabriz, Iran
Research on visual attention and neural responses to vertical short videos, employing EEG and eye-tracking methods.
- **Research Assistant**, Tabriz Islamic Art University, Iran
Assisted in designing and developing computational models for cognitive neuroscience studies.