



APPLIED SCIENTIST · APPLIED AI RESEARCH ENGINEER

Thomas Le Bras

Cognitive Science PhD specializing in Behavioral AI, personalization and retrieval. I design protocols, analyze data, build models and support deployment when the evidence justifies a product use case.

FRANCE · REMOTE

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100M+

JOURNEYS ANALYZED · AB TASTY
FIGURE

5+

MACHINE LEARNING POCS DELIVERED

R&D

BEHAVIOR · RETRIEVAL · RESEARCH

01

Experience

JAN 2025 — PRESENT

Research Engineer · AI R&D

AB Tasty

Applied behavioral research and AI systems for high-traffic digital products.

- Led applied research from experimental protocol to presenting results to product teams.
- Contributed behavioral scoring systems to a high-traffic platform; audience figures describe the platform.
- Developed product, UX and commercial recommendations from the results with product and leadership teams.

Python Google Cloud Platform Vertex AI Docker LLMs Behavioral scoring

MAR 2021 — SEP 2024

Research Engineer · PhD Research Scientist

Dotaki / AB Tasty · Psychology Lab

PhD research on personality, visual exploration and user interactions.

- Led large-scale quantitative research on attention and decision-making using eye- and mouse-tracking data.
- Student supervision and research project leadership.
- Developed behavioral metrics integrated into EmotionsAI. AB Tasty reports for the product: eight years of research, more than 100 million journeys analyzed, a 60% experiment success rate and 5–10% revenue increases for associated campaigns.
- Developed behavioral metrics for applied Machine Learning systems and published in Scientific Reports, Nature Portfolio in 2024.

Python Eye tracking Mouse tracking Machine Learning Psychometrics Experimental design

SEP 2019 — DEC 2020

UX Researcher · Data Science Intern

ContentSquare · Sublime Skinz · StimCo · Computational Neuroscience Lab

Early work across user research, cognitive psychology and Deep Learning.

- Quantitative UX studies and data analysis applied to interfaces and digital campaigns.
- Eye-tracking and cognitive-psychology methods used to study visual attention.
- Convolutional neural networks for image classification in computational neuroscience.

Python UX Research Data Science Eye tracking Deep Learning CNN

02 Education	2021 — 2024 PhD in Cognitive Science Université Paris Cité 2020 — 2021 MSc Cognitive Science Grenoble INP 2019 — 2020 MSc Cognitive Psychology Université Paris Cité
03 Selected professional work	Predictive Behavioral Segmentation Early behavior prediction from mouse signals, with ablations and temporal validation across more than one million filtered behavioral observations. The study stopped before productionization after insufficient transfer across websites. XGBOOST · MOUSE TRACKING · CROSS-SITE VALIDATION Multimodal Search & Recommendation Industrialized text-image pipeline spanning model benchmarks, incremental computation, vector indexing, serving and monitoring. CLIP · CLICKHOUSE · HNSW · KUBERNETES · PRODUCTION Personalized Search Reranking User-product affinities derived from interactions, then ranking evaluation on each user's last interaction against 20 sampled negatives. LEARNING TO RANK · XGBOOST · NDCG · A/B TEST DESIGN Task-specific Embedding Benchmark Reproducible text and visual retrieval comparison on two public catalogues to select an encoder for each use case. OPENAI EMBEDDINGS · FASHIONCLIP · NDCG@10 · PUBLIC DATASETS
04 Core skills	Behavioral research Quantitative methods · Experimental design · Eye tracking · Mouse tracking · Student supervision · Research project leadership Engineering Python · FastAPI · PyTorch · TensorFlow · scikit-learn · Docker · GCP · ClickHouse AI & Data Applied ML · Deep Learning · Embeddings · Behavioral scoring · AI-assisted research workflows Product Decision support · Quantitative UX · E-commerce · Search and recommendation
INTERESTS	Music production · Philosophy · Entrepreneurship