



Thomas Le Bras

Applied Behavioral Scientist & AI Research Engineer

Cognitive Science PhD specialized in behavioral research and applied AI for consumer decision-making. Strong experience owning end-to-end research and AI systems, from experimental design and data analysis to insight delivery and production deployment, with a strong commercial and product mindset.



thomaslebras.com



[/thomaslbrs](https://www.linkedin.com/in/thomaslbrs)



[/thomaslbrs](https://github.com/thomaslbrs)

Experience

AB Tasty — Research Engineer / AI R&D

Jan 2025 - Present.

Python

Google Cloud Platform

Vertex AI

Docker

LLMs

- ❑ Led end-to-end applied behavioral research, from experimental design to delivery of actionable insights.
- ❑ Built AI-powered behavioral scoring systems applied to millions of users.
- ❑ Translated complex research outputs into product, UX, and commercial decisions.
- ❑ Partnered with product and leadership teams to support strategy and ROI-driven decisions.

AB Tasty & Psychology Lab — PhD Research Scientist (Mar 2021 – Sept 2024)

Python

Eye-Tracking

Machine Learning

Thesis: *Personality traits, visual exploration and user interactions.*

- ❑ Led large-scale quantitative behavioral research on attention and decision-making.
- ❑ Designed and executed end-to-end research pipelines (design, data, analysis, interpretation).
- ❑ Developed novel behavioral metrics integrated into applied ML systems.
- ❑ Published peer-reviewed research in *Scientific Reports – Nature* (2024).

Internships — UX Researcher / Data Science

Sept 2019 - Dec 2020

Python

Eye-Tracking

Deep Learning (CNN)

- ❑ Computational Neuroscience Lab: CNNs for image classification.
- ❑ ContentSquare / Sublime Skinz / StimCo: UX research, data science, applied cognitive psychology.

Education

- ❑ PhD in Cognitive Science — Université Paris Cité (2021-2024)
- ❑ MSc Cognitive Science — Grenoble INP (2020-2021)
- ❑ MSc Cognitive Psychology — Université Paris Cité (2019-2020)

Projects

Python

FastAPI

Cloud Run

Vertex AI

Google Cloud Storage

Docker

Deep Learning

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- ❑ **AttentionAI** → AI-powered predictive heatmaps for designers.
- ❑ **CursorAI** → Predicts user engagement from mouse movement patterns.
- ❑ **SearchAI** → Semantic & visual engine using embeddings.
- ❑ **DeepUX** → Scores designs across 3 UX dimensions from a simple screenshot.

Core Skills

- ❑ Behavioral Research · Quant methods · Insight synthesis
- ❑ AI & Data · Applied ML · AI-assisted research workflows
- ❑ Product & Business · Decision support · UX · E-commerce

Interests

- ❑ Music Production - Philosophy - Entrepreneurship