

Ali G. Mahdipour

Senior Market Research Data Analyst at *Snapp! Box*
Neuromarketing Research Consultant at DAJ Scientific Group
Email: ali.g.mahdipour@gmail.com — Phone: +98 912 889 0874
LinkedIn: linkedin.com/in/mahdipour
Personal Website: ali-mahdipour.github.io/
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Professional Summary

I am a senior market and user research professional with extensive experience in market research, behavioral science, and consumer neuroscience. I currently serve as a **Senior Market Research Data Analyst at *Snapp! Box*** and as a **Neuromarketing Research Consultant at DAJ Scientific Group**.

My professional objective is to apply rigorous quantitative, qualitative, and experimental research methods to support data-driven strategic decision-making, improve user experience, and increase business profitability. I have led and contributed to high-impact research initiatives across digital platforms, financial services, and FMCG industries, translating complex behavioral and psychophysiological data into actionable insights relied upon by senior leadership.

Professional Experience

Snapp! Box

July 2023 – Present

Senior Market Research Data Analyst (Full-time)

- Designed, ran, maintained, and continuously reported large-scale weekly surveys targeting bikers and drivers across multiple service categories.
- Played a key role in identifying the **Bike Plus** service fleet and estimating its business impact prior to launch.
- Research outputs directly informed the activation of Bike Plus, a service that has generated **tens of billions of Tomans in revenue**.
- Delivered continuous intelligence on competitors' actions on a daily basis, enabling informed and data-driven decisions by chief executives and senior management.
- Conducted quantitative and qualitative research on drivers' and bikers' experiences, informing loyalty programs, incentive structures, and campaign design.
- Produced actionable insights on user experience across service categories, substantially relied upon by top management in strategic and operational decision-making.
- Closely collaborated with Operations, Product, Pricing, Growth, and Marketing teams in running routine and ad-hoc researches in these areas.

DAJ Scientific Group

Mar 2018 – Aug 2023

Senior Neuromarketing Specialist & Research Consultant (Full-time / Part-time)

- Led and contributed to numerous neuromarketing research projects of varying scale, primarily within the FMCG industry.
- Designed and executed packaging design studies for natural juice, snack, and kitchen oil products.
- Conducted video and print advertising effectiveness evaluations using eye-tracking, EEG, GSR, and facial expression analysis.
- Provided scientific and methodological consultation on experimental design, data analysis, and interpretation for commercial clients.

Mellat Bank

Dec 2019 – Jan 2022

Market Research & Neuromarketing Data Analyst / Trainer

- Conducted comprehensive user research across online banking channels, including mobile banking, retail internet banking, SME banking, and corporate banking.
- Produced over **1,000 pages of research reports**, identifying more than **200 key usability issues and pain points**.
- Applied eye-tracking methodologies to uncover users' unconscious frustration points beyond self-reported feedback.
- Findings were actively used by customer group offices to meaningfully improve digital banking products and user experience.
- Delivered specialized training on eye-tracking and facial expression analysis for internal teams.

Neurobusiness Lab, Iran University of Science and Technology *Mar 2021 – May 2023*
Senior Research Associate (in lieu of military conscription)

- Conducted experimental research in consumer neuroscience.
- Contributed to research design, data collection, analysis, and reporting for multiple PhD and Master's projects using EEG, eye-tracking, facial expression analysis, and GSR.

National Brain Mapping Laboratory *Apr 2022 – Mar 2023*
Scientific Fellow, Neuroeconomics Working Group

- Collaborated on interdisciplinary research investigating decision-making and economic behavior.

Skills

- **Market & User Research:** Survey design, experimental design, qualitative interviews, usability testing, insight generation
- **Data Analysis & Automation:** Python, SQL, R, Power BI, Power Query
- **Consumer Neuroscience:** Eye tracking, EEG, GSR, facial expression analysis
- **Statistical & Research Tools:** SPSS, AMOS, SmartPLS, MAXQDA, MS Excel

Education

Iran University of Science and Technology *M.B.A. in Business Administration (Consumer Neuroscience)*

Thesis: Evaluation of e-commerce websites' usability using eye-tracking methods

University of Tabriz *B.Sc. in Electrical Engineering (Telecommunications, Image Processing)*

Publications

- *Maximizing the Effectiveness of Anti-Smoking Campaigns With Targeted Framing Strategies* (2024). *Social Marketing Quarterly*.
- *Exploring the Relationships Between Brain Wave and Customer-Perceived Value* (2024). *International Journal of Applied Management Science*.
- *Using Eye Tracking to Measure Online Grocery Shopping Usability* (2023). *International Journal of Mobile Computing and Multimedia Communications*.
- *Culture and Gender in Nonverbal Communication* (2020). *Rooyesh-e-Ravanshenasi Journal*.

Poster Presentation

- *An Eye-Tracking Study: Effect of Audio on Video Ad Effectiveness* (2021). *Frontiers in Biomedical Technologies*.