

Nima Saraeian | AI-Psychology Researcher | Founder of Selphlyzer



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Executive Summary

Highly experienced and innovative professional with over a decade of expertise in Marketing, Sales, and Business Management, complemented by a strong technical foundation in AI, Data Science, and Digital Marketing. Proven leader and strategist with a track record of driving business growth, developing comprehensive marketing plans, and pioneering groundbreaking AI-powered psychological profiling frameworks (SELFLYZER Ecosystem).

My core research and practical work focus on unveiling the deeper, often subconscious layers of psychological identity using Artificial Intelligence, addressing critical limitations of traditional, verbal-based psychometric assessments. I aim to revolutionize our understanding of human behavior by leveraging aesthetic preferences, temporal emotional states, and Jungian analytical psychology to create highly accurate, non-verbal, and culturally independent psychological profiles.

Seeking a Ph.D. position in AI Psychology to conduct cutting-edge research in this transformative domain, aiming to contribute groundbreaking insights into subconscious behavior, enhance interpersonal communication, and revolutionize consumer understanding and personal development globally.

Research & Innovation

Pioneering the SELFLYZER AI Ecosystem: A Multi-Layered Framework for Deep Psychological Profiling Developed a proprietary, comprehensive AI-driven emotional-cognitive operating system designed for deep psychological profiling, addressing the inherent limitations of traditional, verbal-based psychometrics. The core innovation lies in its "Selphlyze Psychological DNA Code," synthesizing data from both conscious self-reports

(Traditional Psychometric Model - TPM) and indirect, often unconscious behavioral traces (Reverse Psychometric Framework - RPF). Key modules include:

ShadowTrace: Unveiling the Jungian Shadow for Behavioral Prediction

Concept: A pioneering AI-powered framework designed to uncover the Jungian shadow—the unconscious, repressed dimensions of the psyche—to predict complex behaviors, including consumer choices.

Methodology: Synthesizes Jung's analytical psychology with advanced affective computing, narrative analysis (fine-tuned BERT models for NLP), and sophisticated decision-based modeling. Utilizes multi-modal data from audio stimuli, color-emotion associations, guided imagery, facial emotion recognition (FER), sentence completion tasks, implicit thought response tests, and simulated behavioral scenarios.

Key Findings: Achieved 84% accuracy in detecting shadow-driven behaviors and 87% accuracy in predicting consumer choices in a real-world pilot study (N=100). A supplemental study (N = 200) using XGBoost further validated comparable high accuracy. Demonstrated a significant mediation effect of emotional patterns between cognitive distortions and purchasing decisions (38% variance explained). Identified distinct "shadow personalities" through hierarchical clustering.

Impact: Offers transformative applications in targeted marketing (nuanced unconscious personalization), personal development, innovative therapeutic interventions, and social behavior analysis, providing deeper insights than surface-level AI models.

Aesthlyzer: Aesthetic-Driven Psychometrics for Subconscious Profiling

Concept: A pioneering AI-powered framework that bypasses cognitive bias by utilizing aesthetic preferences (color, shape, texture, harmony) as proxies for personality, emotional architecture, and cognitive filters.

Methodology: Built upon neuroaesthetics, implicit association testing, multimodal emotional processing, and digital psychometrics. Extracts thirteen deep psychological constructs through interaction with 70 carefully designed aesthetic stimuli.

Key Findings: Demonstrated efficacy in predicting personality traits with high accuracy (82-84% for Big Five traits) in a real-world pilot study with 300 culturally diverse users. Showed strong internal consistency (Cronbach's α : 0.78-0.91) and good test-retest reliability (0.75-0.89).

Impact: Represents a paradigm shift in AI-powered psychometrics due to its non-verbal nature, cultural independence, speed, and ability to circumvent defense mechanisms, holding significant potential for global applications in personal development, marketing, and mental health.

EmoConnect: AI-Powered Emotional Bridging for Interpersonal Relationships

Concept: An advanced AI-driven communication model designed to mitigate emotional disconnects and foster healthier interpersonal dynamics through deep psychological profiling.

Methodology: Analyzes comprehensive psychological behaviors leveraging the Selphlyzer Psychological DNA Code (synthesized from TPM and RPF). Intrinsically embeds principles from Transactional Analysis (TA) to interpret Ego States and Life Positions, guiding users toward constructive interactions.

Key Findings: Demonstrated a statistically significant 25% improvement in interpersonal agreement scores (from 0.52 to 0.65, $p < 0.01$). SVM modeling achieved 88% classification accuracy and an AUC of 0.92 in discerning emotional patterns. A real-world pilot study (N=10) revealed a 60% positive impact on relationship dynamics.

Impact: Offers a novel approach to enhancing emotional communication, personal development, and human-AI synergy in relationships.

FutureTrace: Chrono-Psychological Forecasting for Consumer Decisions

Peer-Reviewed Journal Submissions (Pending Review)

The following manuscripts, based on the core modules of the SELFLYZER ecosystem, have been officially submitted to high-ranking peer-reviewed journals and are currently under review:

- **ShadowTrace:** Unveiling the Jungian Shadow for Behavioral Prediction

Submitted to *Computers in Human Behavior Reports (CHBR)*

- **EmoConnect:** AI-Powered Emotional Bridging for Interpersonal Relationships

Submitted to *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*

These submissions reflect ongoing efforts to validate the SELFLYZER framework within rigorous academic contexts.

Concept: Predicts consumer behavior by integrating AI-driven psychological profiling with temporal emotional analysis, uncovering subconscious drivers of purchasing decisions.

Methodology: Combines Jungian psychology, affective computing, and modern emotion AI to understand how traits like narcissism, exhibitionism, and time-dependent emotional states shape consumer choices. Utilizes the PsyClock module to track temporal psychological states via time-stamped data from surveys, social media, and purchase histories.

Key Findings: Achieved a 20% improvement in predictive accuracy over traditional demographic-based methods. Random Forest modeling reached 85% accuracy (F1-score=0.83). Demonstrated that evening purchases correlate with higher satisfaction ($r=0.62$, $p<0.01$) and narcissistic traits drive luxury purchases ($r=0.45$, $p<0.05$).

Impact: Applications span personalized marketing (e.g., tailored luxury campaigns), e-commerce optimization (e.g., evening promotions), public policy, and mental health (e.g., addressing financial anxiety).

Education

Master of Arts (MA) in Electronic Business Urmia University, Urmia, Iran

Bachelor of Arts (BA) in Business Management (Marketing) Urmia University, Urmia, Iran

Professional Experience

Founder | Lotus Business School (Current) Chairman of the Board of Directors | Lotus Knowledge-Based Institute (Current)

Established and led a business education institution focused on practical management and marketing skills.

Oversaw strategic direction and operations of a knowledge-based institute.

Counselor, Analyst, and Lecturer (2011 - Present, based on career span)

Provided expert business, marketing, and psychological counseling to diverse clients.

Delivered lectures and seminars on a wide range of business and psychology-related topics.

Sales and Marketing Director | Almas Film

Managed sales and marketing strategies for film distribution/production.

Project Marketing Director | The One Iranian

Directed marketing efforts for specific projects.

Marketing Director | Tisanaz

Led the marketing department and initiatives.

Sales and Marketing Director | Haft Honar

Oversaw sales and marketing operations.

Marketing Counselor, Teacher, and Sales Director | Behsan Keifiat Asia

Provided marketing consultancy and taught marketing principles.

Directed sales activities.

Market Researcher | Behrang

Conducted in-depth market research and analysis.

Art and Advertising Counselor | Siaho Sefid Advertising Company

Provided creative and strategic guidance in advertising.

Marketing and Branding Director & Official Teacher | Tehran Institute of Technology, Urmia Branch

Directed marketing and branding strategies for the institute.

Served as an official instructor for related courses.

Teaching and Counselor | Sepah Bank, West Azarbaijan Province

Provided specialized training and counseling services.

Teacher of Business Negotiation Techniques | Payam Nour University

Instructed students on effective business negotiation strategies.

Marketing and Branding Counselor | Mirnajmi Honey Factory

Provided strategic advice on marketing and branding for the company.

Branding Counselor | Atieh Dental Clinic

Offered expert guidance on branding development.

Official Teacher and Negotiator | Nadim Investment School

Taught negotiation principles and served as an official negotiator.

Negotiation Teacher and Customer Relations Teacher | Keshavarzi Bank, West Azarbaijan Province

Trained staff in negotiation and customer relationship management.

Negotiation and Organizational Behavior Teacher | National Iranian Gas Company, West Azarbaijan Province

Conducted training on negotiation and organizational behavior.

Project-Based Experience:

Designed the Marketing Plan for the BamBam DÖNER Project in Barcelona, Spain.

Developed the Business Plan for BioSa, the Turkish Representative Company.

Expertise

Market Research & Analysis

Marketing Planning & Strategy

Sales & Marketing Management

E-commerce & Digital Marketing

Crisis Management

Consumer Behavior Analysis & Typology

Business Negotiation Principles

International Trading

Sales Psychology

Branding & Neuro Branding

Neuro Leadership & Neuro Management

Consultancy in Psychology, Marketing & Commercial Advertising Psychology

Investment Opportunities Consultation (Commercial Complexes)

Organizational Design

Skills

Management: Team Management, Marketing Management, Crisis Management, Strategic Management

Software Proficiency: Microsoft Office (Word, Excel, PowerPoint, MSProject), Adobe Photoshop, Corel, Canva

Digital Marketing: SEO, Facebook Ads, Twitter Ads, Instagram Ads, YouTube Ads, Google Ads, Email Marketing, Content Marketing, User Generated Content (UGC), Viral Marketing, Comment Marketing, Campaign Marketing

Data & Analytics: Python (Proficient), Business Intelligence (BI), Data Mining, Excel Analysis, Data Science (currently undertaking a professional course)

Soft Skills: Effective Communication, Negotiation, Professional Sales, Sales Management, Body Language

Teaching & Seminars

Conducted numerous specialized seminars and training courses for various organizations and universities on a wide range of business, marketing, and psychological topics:

Communication Principles and Team Management

Body Language in Customer Relations

Organizational and Outsourcing Behavior Techniques

Audience Communication

Principles of Team Management

Behaviorology

Marketing and Branding Courses

Business Techniques and Negotiations (across multiple cities)

Customer Typology and Consumer Behavior

Investment Opportunities & Marketing Methods

Advertising Practices

Specialized Seminars in Istanbul:

Three-Day Seminar at Wyndham Grand Istanbul Hotel: Focused on Social Media Communication, Psychology of Online Shopping, and Digital Marketing.

Three-Day Training Camp: Covered Consumer Behavior, Professional Negotiation Techniques, and Personal Branding.

Certifications

Sales and Marketing - QAL from England (Sales and Marketing Expert)

Advanced Certificate of Import and Export - ICCIMA (Chamber of Commerce of Iran)

Entrepreneurship Management Certificate - Urmia University

Marketing Management Strategy - International IQS Certificate

Sales Strategy Management - ANCCP S.R.I Certification Agency

Sales and Marketing Management - DNW Austria

Strategic Management - TUV England

Journal Manuscripts Under Review

Saraeian, N. (2025). *Shadow Trace: Unveiling the Jungian Shadow for Behavioral Prediction*. Submitted to *Computers in Human Behavior Reports (CHBR)*.

Saraeian, N. (2025). *EmoConnect: AI-Powered Emotional Bridging for Interpersonal Relationships*. Submitted to *Cyberpsychology: Journal of Psychosocial Research on Cyberspace*.

Interests & Passions

Sports: Basketball, Swimming

Arts & Creative Expression: Playing Cajón, Daf, and Bongo; Acting (participated in courses and performed on stage in 5 different plays). Favorite Music Genres: Soft Country, Jazz, Blues.

Intellectual & Technical Pursuit: Passion for Computer Science, especially its intersection with professional fields. Deep interest in Design, proficient in Photoshop, Corel, Canva, and presentation design with PowerPoint. Avid reader with extensive studies in professional fields, psychology, and philosophy. Currently undertaking a professional Data Science course.

Exploration & Lifestyle: Traveling and exploring international cuisines, Hairstyling and Grooming (completed professional course in this field).