



Stefano Menicocci

About me:

I am a psychologist specialized in neuroscience and I work in a neuromarketing company focused on user's responses to advertising stimuli. In particular I am proficient in visual and attentive patterns investigation in text (e.g. extracts from publications or advertising) and media.

I'm currently working in the field of virtual reality about the implementation of eye tracking data recording during virtual experiences.

I manage the development of the VR protocols working on the 3d modelling phase, the scripting phase and the animation.

I'm currently working on eye tracking in UX protocols.

I've developed expertise in the analysis of Eye Tracker data and usability behaviours.

I frequently work with the Adobe suite, especially with Adobe Photoshop and Adobe Premiere.

WORK EXPERIENCE

01/01/2020 – CURRENT – Rome, Italy

CONSULTANT - BRAINSIGNS – UNITY DEVELOPER - EYE TRACKER RESEARCHER - NEUROMARKETING RESEARCHER

10/01/2019 – 31/12/2019

CONSULTANT IN BRAINSIGNS – BRAINSIGNS - SAPIENZA

Developments in virtual reality

- TIM
- Sysco
- Trenitalia

Developments in 3D environment

- Loacker
- Sysco
- Trenitalia

Eye Tracker

- Tim Sponsorizzazioni
- Enel X
- NeuroEstate
- OpenFiber
- Enel
- Ministero della Salute
- NeuroDante
- Eiopa 1-2
- Chafea

Roma, Italy

15/09/2018 – 15/10/2018

BRAINSIGNS – BRAINSIGNS - SAPIENZA

Developments in virtual reality

- - Luiss
- - Trenitalia

Roma, Italy

2021 – CURRENT

PSYCHOLOGIST

Psychologist - Freelance

Knowledge in the field of social psychology and interpersonal processes. My activity is focused on investigating human response to stressful events through the use of virtual reality technology.

Volunteer at SOS Psicologo

EDUCATION AND TRAINING

23/11/2021

RESEARCH FELLOW - 2PSICOFIT – University of Rome "La Sapienza"

11/09/2020

PSYCHOLOGIST – Ordine degli Psicologi del Lazio

15/09/2017 – 15/09/2018 – Roma, Italy

INTERNSHIP IN NEUROMARKETING - BRAINSIGNS – BrainSigns - Sapienza

- 3D Modeling (Cinema 4D - Blender)
- Programming language C#
- Engine Unity 3D developer
- 3D environment level designer
- Virtual Reality developer
- Eye Tracker
- Analysis of cognitive and emotional variables using biometric measurements (EEG - HR - GSR)

15/09/2014 – 07/12/2016 – Roma, Italy

MASTER'S DEGREE IN COGNITIVE NEUROSCIENCE (NEUROSCIENZE COGNITIVE E RIABILITAZIONE PSICOLOGICA - 2016) – Università degli studi di Roma "La Sapienza"

2011 – 2014 – Roma, Italy

BACHELOR'S DEGREE IN PSYCHOLOGY (PSICOLOGIA DEI PROCESSI SOCIALI - 2014) – Università

degli studi di Roma "La Sapienza"

LANGUAGE SKILLS

Mother tongue(s): **ITALIAN**

Other language(s):

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken production	Spoken interaction	
ENGLISH B1	B2	B1	B1	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● PUBLICATIONS

Forefront Users' Experience Evaluation by Employing Together Virtual Reality and Electroencephalography: A Case Study on Cognitive Effects of Scents

<https://www.mdpi.com/2076-3425/11/2/256> – 2021

Warmth, Competence e Morality: I fondamenti della percezione sociale Antrocom Online Journal of Anthropology 2014, vol. 10. n. 2, pp137 - 142 – ISSN 1973 – 2880

Antrocom Online Journal of Anthropology 2014, vol. 10. n. 2, pp137 - 142 – ISSN 1973 – 2880 2014

Il dolore come valore Modificazioni del corpo e sofferenza Antrocom Online Journal of Anthropology 2012, vol. 8. n. 1, pp 283 - 287 – ISSN 1973 – 2880

Antrocom Online Journal of Anthropology 2012, vol. 8. n. 1, pp 283 - 287 – ISSN 1973 – 2880

2012

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