BARDIA NIKRAHEI

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EDUCATION

Ohio State University, Columbus, Ohio

Ph.D., City &Regional Planning (Environmental Psychology Focus)	2015
Master of City & Regional Planning	2012
Minor in Statistics	2012

Texas A&M University, College Station, Texas

One year of graduate study in Land Development	2009

University of Tehran, Tehran, Iran

Bachelor and Master of Architecture	2001, 2005

PROFESSIONAL EXPERIENCE

Tailored Brands, Inc., Fremont, California
Data Scientist of Business Insights   Dec 2015-Jun 2017

- **Mixed-Media Models**
  - Modeled sales and demands using machine learning algorithms. Used historical sales, marketing, promotional, and macroeconomic data to estimate the impacts of various marketing channels on specific sales channels.
- **Hypothesis Testing in Real Estate and Marketing**
  - Measured the effects of promotions, store design and TV/Radio ads on net sales.
- **Retail Location Allocation**
  - Implemented spatial interaction models on large sets of cell phone traffic data to predict the market shares and furthermore allocate sites with best sales potential.

Ohio State University, Columbus, Ohio
Lecturer: 'Sustainable Urbanism'   Jan-May 2015

- Taught topics on sustainable urbanism in communities, cities and neighborhoods. Gave students insight into a variety of contemporary urban design and planning issues and practices through the sustainability lens.

Graduate Teaching Assistant   Sep 2009-Dec 2014

- Taught multiple lectures for ten different graduate-level courses over the period of ten semesters.
  - Coordinated an online microfinance course taught from University of California, Berkeley. Communicated between the speakers and students and interchanged ideas.
  - Taught the statistical package SYSTAT13. Designed the lab presentations, handouts and homework.
  - Guided students on their group projects regarding sustainable planning and development in Ghana.
  - Taught lectures on place attachment, public spaces and social interactions.

Web Developer   Jun- Sep 2012

- Developed the website e3-lab, on the theme of sustainable development in Africa using WordPress.
- Design the graphics including images and the website logo.
- Oversaw the online interaction between the students, faculty and the Ghanaian Planning Commissioners.

Lecturer: 'Introduction to City and Regional Planning'   Sep 2010-Mar 2011

- Taught planning topics such as Legal Basis of Planning, Community Development, and Environmental Planning.

Managing Editor   Jun 2011-Aug 2013

- Acted as the primary liaison between the authors, publishers, reviewers and the editor in chief.
- Supervised editing activities and performed general editing on the manuscripts.
- Created annual reports.

Texas A&M University, College Station, Texas
Graduate Teaching Assistant: 'Planning for San Saba'   Feb-Jun 2009

- Responsible for coordination of revitalization plan for the city of San Saba, Texas.

Tadbir-Shahr Architects and Planners, Kermanshah, Iran
Senior Designer/Project Coordinator   Jan 2005-Nov 2006
- Worked in a team of six architects and planners to develop the master plan for the ancient downtown of city of Kermanshah, a city with 1.1 million people, west of Iran.
- Designed a cultural complex comprised of an art gallery, art school, library and theater in the downtown area flanking the ancient Bazaar.
- Participated in the revitalization project of five low-income districts in the city of Kermanshah, Iran.
- Designed a 100-unit residential complex in Chaloos, a city flanking the Caspian Sea.

RESEARCH EXPERIENCE

Ohio State University, Columbus, Ohio
Dissertation Research   Feb 2012-Jul 2015
Modeling Place Attachment (PA) in Two Neighborhoods in Columbus, Ohio
- Assessed the factoral construct of PA using confirmatory factor analysis (CFA) models.
- Used autocorrelations and spatial lag models to forecast the spatial distribution of PA sub-factors in relation to socioeconomic attributes of the neighborhoods.
- Used structural equations to model PA based on social, perceived and physical attributes.
- CFA exhibited a four-factor construct of PA. Structural equations found social attributes: length of residence and tenure; and physical attributes: upkeep and spread of public spaces the most influential on PA.

Publications and Presentations
- Nikrahei, B. (2015). Modeling Place Attachment in Two Neighborhoods of Columbus, Ohio (Doctoral dissertation, The Ohio State University).
- Choo, H., Nikrahei, B., Nasar, J., & Walther, D. (2015). Neural Decoding of Architectural Styles from Scene-Specific Brain Regions. Journal of Vision, 15(12), 520-520.
- Nikrahei, Bardia (2013&2014). Modeling Place Attachment in Four Neighborhoods in Columbus, Ohio. Paper presented at EDRA45 Building with Change, 28-31 May, 2014. New Orleans, LA, and at ACSP preparing for job market workshop, 15-16 Nov, 2013. Columbus, OH.

Honors and Awards
- The Jerrold R. Voss endowment: 2013, $500.

SERVICE

Ohio State University, Columbus, Ohio
City and Regional Planning Undergraduate Committee   Jan-May 2014
- Supervised the process of approving portfolios for planning students; the last project needed before graduation.

PhD seminar coordinator   Sep 2010-Jun 2011& Jan-Dec2014
- Coordinated the monthly presentations by PhD students and faculty in City & Regional Planning.

The Great Placemakers Lab, Columbus, Ohio
- Moderated six sessions in three days.   Sep 2014

EDRA 45, Environmental Design Research Association, New Orleans, Louisiana   May 2014

COMPUTER SKILLS

Programming
- R, SQL

Geographic Packages
- ArcGIS, MapInfo

Statistics Packages
- SPSS, STATA, SYSTAT, LISREL, CEFA, Microsoft Excel

Drawing and Presentation Packages
- AutoCAD, Photoshop, InDesign, WordPress, PowerPoint