

# Asaf Mazar

## Behavioral Scientist

📍 San Diego, CA  
📞 (714) 386-9657  
✉ [asafsmazar@gmail.com](mailto:asafsmazar@gmail.com)  
🌐 [Personal website](#)  
📄 [LinkedIn](#)

### 🔧 Skills

Experimentation (A/B Tests)  
Habit formation  
Behavior change  
Survey design

### 📊 Statistics

Machine learning  
Causal inference  
Multilevel models  
Geospatial analysis

### 💻 Languages

R (expert)  
Python, SQL (advanced)

### 🎓 Education

**Ph.D. | Psychology**  
University of Southern California  
2022

**M.A. | Psychology**  
University of Southern California  
2020

**B.A. | Psychology and English Literature (summa cum laude)**  
Ben Gurion University of the Negev  
2016

## 👁 About

Behavioral scientist with 10+ years of experience running large-scale experiments and modeling complex data. I use deep expertise in habit psychology along with advanced data science methods to help people form healthy habits. My work was published in top academic journals and received broad media coverage (*Forbes*, *CNN*, *Time*). I enjoy explaining complex ideas to diverse audiences and thrive in cross-functional environments.

## 📁 Experience

**Behavioral Science Consultant** 2023 - Present  
Independent

- Published [The Build-a-Habit Guide](#), a popular book on habit formation (+10k copies sold)
- Partnered with Oura Ring to translate massive biosensor streams into insights grounded in habit science

**Postdoctoral Research Fellow / Visiting Scholar (2025)** 2022 - 2025  
The Wharton School, UPenn / UC San Diego

- Developed methods for using generative AI to design personalized, adaptive interventions
- Led research on habit formation, including RCT and causal inference from large-scale user log data

**Senior Behavioral Scientist** 2020 - Present  
Catalyst Behavioral Sciences

- Designed and analyzed large-scale studies (funding amount >\$1M) to boost enrollment and retention in a nationwide CDC health program
- Analyzed global consumer data, using segmentation analyses to shape marketing campaigns by Fortune 100 companies
- Served as a survey expert consultant in litigation

**Behavioral Scientist** 2021 - 2023  
Irrational Labs

- Designed studies to drive conversion and retention for companies from startups to unicorns
- Mentored workshops to guide technology companies in using behavioral science to boost conversion and retention

**Project Manager (2016-2017) -> Graduate Research Fellow** 2016 - 2022  
Habit Lab, University of Southern California

- Directed research teams running complex field studies examining habit formation and change
- Used quantitative modeling to analyze large-scale datasets

## Selected academic work

---

([see here](#) for complete list)

Mazar, A., Tomaino, G., Siedahmed, A., Abdolsaheb, A., Heffernan, N., Carmon, Z., Duckworth, A. (under review, *Nature*). **Microdelays Disrupt Online Learning.**

Tomaino, G., Liu, P., Mazar, A., Wertenbroch, K., Carmon, Z. (under review, *Journal of Marketing Research*). **Using Generative AI for Personalized Experiments.**

Tomaino, G., Mazar, A., Wertenbroch, K., & Carmon, Z. (2025). **A Simple Method for Improving Generalizability in Behavioral Science: Scope Testing with AI-Generated Stimuli (STAGS).** *Consumer Psychology Review*.

Mazar, A.,\* Tomaino, G.,\* Carmon, Z., Wood, W. (2022). **Friction Discounting: Americans Underestimate the Effect of Friction on Voter Turnout.** *Proceedings of the National Academy of Sciences*.

Mazar, A., Wood, W. (2022). **Illusory Feelings, Elusive Habits: Explanations of Behavior Overlook Habits.** *Psychological Science*.

Mazar, A.,\* Tomaino, G.,\* Carmon, Z., Wood, W. (2022). **Habits to save our Habitat: Using the Psychology of Habits to Promote Sustainability.** *Behavioral Science and Policy*.

## Selected media coverage

---

[How to Actually Stick to a Journaling Routine.](#) *Time*. Mar 28, 2023.

[A Psychologist Explains Why New Habits Work Better than New Year's Resolutions.](#) *Forbes*. Dec 27, 2022.

[Breaking bad habits: Routines trump willpower.](#) *CNN*. Aug 29, 2022.

[Our Mood Doesn't Affect Our Behavior as Much as Our Habits Do, Says New Research.](#) *Forbes*. May 29, 2022.

[Mood Has Less Control Over Behavior Than We Think.](#) *Psychology Today*. Jun 2, 2022.

[Could Behavioral Nudges Help us Tackle the Climate Crisis?](#) *Financial Times*. Sep 15, 2021.

## Hobbies

---

Jazz Piano, Harpsichord, Kayaking, Hummus, Hiking