

Asaf Mazar

Behavioral Scientist



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Research skills

Experimentation (A/B Tests)

Habit formation

Behavior change

Survey design



Statistics

Machine learning

Multilevel models

Geospatial analysis

Causal inference



Languages

R (expert)

Python, SQL (advanced)



Education

Ph.D. | Psychology | 2022

University of Southern California

M.A. | Psychology | 2020

University of Southern California

B.A. | Psychology, English Literature | 2016

(*magna cum laude*)

Ben-Gurion University



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

Independent | 2023 – Present

- Published a popular book on habit formation ([the Build-a-Habit Guide](#), +10k copies sold)
- Worked with Oura Ring on infusing Habit Science into large-scale biomarker data

Postdoctoral Research Fellow / Visiting Scholar (2025)

The Wharton School, UPenn / UC San Diego | 2022 – 2025

- 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 data

Senior Behavioral Scientist

Catalyst Behavioral Sciences | 2020 - Present

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

Behavioral Scientist

Irrational Labs | 2021 – 2023

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

Project Manager (2016-2017) -> Graduate Research Fellow

Habit Lab, University of Southern California | 2016 – 2022

- 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*.

* denotes equal contribution

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*. June 2, 2022.

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

Hobbies

Jazz Piano, Harpsichord, Kayaking, Hummus, Hiking