

Asaf Mazar, Ph.D.

Data Scientist

San Diego, CA

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[Personal website](#)

[LinkedIn](#)

[Google Scholar](#)

Skills

Research

Experimentation (A/B Tests), Survey design, Habit (retention/churn), Generative AI, Personalization

Statistics

Machine learning, Causal inference, Geospatial analysis, Segmentation

Tools

R (tidyverse, gamm4), Python (pandas, polars, XGBoost), SQL, AWS (EC2, Sagemaker), Git

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
2016

About

Senior data scientist with 10+ years of leading large-scale research projects. I combine habit psychology with advanced quantitative methods to help make products that stick. Covered in popular media ([Forbes](#), [CNN](#), [Time](#)) and authored a popular book on [how to form habits](#) (+10k copies sold). I thrive in cross-functional teams and enjoy explaining complex ideas to diverse audiences.

Experience

Behavioral Science Researcher

2024 - 2025

Oura Ring

- Complete end-to-end ownership of product research
- Built SQL-based pipelines for processing biosensor streams from >1m users
- Developed machine learning models for quantifying user habits, generating insights to inform product strategy

Postdoctoral Research Fellow

2022 - 2025

The Wharton School, UPenn

- Developed research methods that increase effect sizes up to 300% using personalization via generative AI
- Identified friction points that lead to churn in two large EdTech platforms, using causal inference on user logs
- Designed, ran, and analyzed > 100 studies focused on friction and habit formation

Senior Behavioral Scientist

2020 - Present

Catalyst Behavioral Sciences

- Guided CDC retention strategy for a health program reaching ~1m Americans. Designed and analyzed complex studies and presented recommendations to leadership
- Shaped strategy in Fortune 100 companies by using segmentation analyses to surface high-value user segments and effective targeting approaches
- Served as an expert consultant in high-stakes litigation

Behavioral Scientist

2021 - 2023

Irrational Labs

- Diagnosed friction points in acquisition and retention flows and presented actionable recommendations to clients ranging from startups to unicorns
- Mentored bootcamps centered on guiding companies in clearing barriers to conversion using behavioral science

Project Manager -> Graduate Research Fellow

2016 - 2022

Habit Lab, University of Southern California

- Directed research teams running complex field studies examining habit formation and change
- Analyzed large-scale datasets using quantitative modeling