

JARED PETERSON

Decision Science and Behavioral Insights

Deconstructing and shaping the thinking behind effective decision-making and behavior change



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www.BehaviorChange.Expert

WORK EXPERIENCE

Decision Science & Behavioral Insights

Behavior Change Expert

04/2023 - present

- o Transform complex challenges into tailored behavioral science initiatives to change behavior and improve decisions
- o Investigate obstacles and errors in behavior change and decision-making within and outside organizations
- o Evaluate the effectiveness of implemented solutions through rigorous testing and analysis

Research Associate & Project Manager

ShadowBox Training

04/2023 - present

- o Conducted expert interviews to uncover tacit knowledge and mental models, leveraging insights to develop impactful training programs.
- o Led research to identify dimensions of expertise across domains including medical, child welfare, and law enforcement.

Behavioral Science Consultant

Behavioralize

04/2019 - Present

- o Applied psychological theories and frameworks to change behavior and enhance decision-making
- o Conducted quant. and qual. research on mental models and behaviors
- o Designed and led training, workshops, and classes on behavioral science principles and applications
- o Collaboratively designed and co-instructed a master's level course on Consumer Decision-Making at IE University

Graduate Research Assistant

Behavior Change for Good

02/2019 - 04/2019

- o Utilized R and SQL to identify and resolve errors in 1.5M rows of data
- o Conducted literature review and synthesis in support of upcoming mega-study projects

Data Scientist

BlueSquIDX

08/2016 - 08/2018

- o Developed and implemented machine learning models to predict house prices and other key variables
- o Integrated prediction models into decision-making processes to optimize buy-rate
- o Automated financial models for efficient identification of real estate market opportunities

Student Supervisor / Research Assistant

Institutional Research @ BYU-H

06/2015 - 06/2016

- o Led international team through school reaccreditation and other research projects
- o Designed, analyzed, and synthesized survey results to inform key decision-makers

EDUCATION

MSc. Behavioral and Decision Sciences

University of Pennsylvania

2018 - 2019

B.S. Psychology, minor in Organizational Behavior

Brigham Young University - Hawaii

2014 - 2016

VOLUNTARY EXPERIENCE

Intern

CHOICE Humanitarian

06/2016 - 07/2016

- o Taught data collection to CHOICE employees in Guatemala
- o Collaborated with CHOICE headquarters to develop and refine survey instruments

PUBLICATIONS

Preservice elementary teachers' obedience and conformity to errors in the science curriculum

Kinghorn, B. E., & Peterson, J.

2016. Proceedings of the annual meeting of the American Educational Research Association (AERA), Washington, D.C.

Using a Social Norms Framework to Study Latino Youth Beliefs about Sexual Harassment in High Schools

Levano, L., Peterson, J., García-Pletsch, M.

2019

Optimal Bias: Truth-Seeking vs. Decision-Making

Peterson, J.

2019. ScholarlyCommons

The Science of Context

Peterson, J.

2023. Medium; Behavioral Design Hub.

SKILLS

Behavior Change

Decision Science

Qualitative research

Quantitative Research

Machine Learning

Public Speaking

R Programming

Project Management

SQL

Team Management

Spanish