

Jared Peterson

Applied Behavioral and Decision Scientist

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🏠 Philadelphia, PA

OBJECTIVE

Bringing a scientific process to effective decision making and behavior change for organizations and individuals

EDUCATION —

Master of Behavioral and Decision Sciences

University of Pennsylvania, Philadelphia, PA

B.S. in Psychology, minor in Organizational Behavior

BYU - Hawaii, Laie, HI

KEY SKILLS —

- behavior change
- decision hygiene
- research
- statistics & machine learning
- SQL
- R programming language
- critical thinking
- analysis & synthesis
- project management
- public speaking
- Spanish fluency

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EXPERIENCE

April 2019 – Present

Senior Behavioral Science Consultant • Behavioralize

- Developed, executed, and analyzed surveys and interviews to identify beliefs, biases, as well as to test message effectiveness
- Created processes and frameworks for changing stakeholder behavior
- Integrated behavioral science into marketing strategy, messages, UX, etc.
- Designed and led trainings, workshops, and classes on behavioral science

February – April 2019

Graduate Research Assistant • Behavioral Change for Good

- Created a SQL database and used R to identify errors in 1.5M rows of data
- Reviewed and summarized research for upcoming projects

August 2016 – August 2018

Data Scientist • BlueSquIDX

- Developed methodologies to identify 'deals' using statistics and machine learning
- Automated financial models to identify market opportunities

June 2016 – August 2016

Intern • Choice Humanitarian

- Taught data collection to native Q'eqchi' employees in Spanish
- Coordinated on survey development with CHOICE headquarters

June 2015 – June 2016

Student Supervisor / Research Assistant • Institutional Research @ BYU-H

- Led international student team through the school reaccreditation process
- Developed, analyzed, and synthesized school metrics and surveys for key decision makers

Articles and research

- Kinghorn, B. E., & Peterson, J. (2016, April). **Preservice elementary teachers' obedience and conformity to errors in science curriculum**. Proceedings of the annual meeting of the American Educational Research Association (AERA), Washington, D.C.
- Levano, L., Peterson, J., García-Pletsch, M. (2019) **Using a Social Norms Framework to Study Latino Youth Beliefs about Sexual Harassment in High Schools**. Retrieved from https://www.academia.edu/38842128/Using_a_Social_Norms_Framework_to_Study_Latino_Youth_Beliefs_about_Sexual_Harassment_in_High_Schools
- Peterson, J. (2019). **Optimal Bias: Truth-Seeking vs. Decision-Making**. ScholarlyCommons. Retrieved from <https://repository.upenn.edu/mbds/17>