

# XIAO LIU, PHD

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Market researcher and UXR freelancer with seven years of experience conducting human-centered primary research plus four years in client-facing corporate media teams.

## PROFESSIONAL EXPERIENCE

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### User Researcher

The Verse | Remote | Jan – Aug 2024

- Led a team of interdisciplinary stakeholders to scraped naturalistic user insights and build the first prototype of a digital well-being product line. Conducted moderated usability workshops and used pre/post surveys to evaluate feedback.
- Authored white paper on rituals – conducted literature review and translated complex behavioral theory into actionable digital application development strategies.
- Completed market sizing and competitor analyses for eco-friendly games and features.
- Reported directly to founder in weekly 1:1s and was appointed research team lead.

### Graduate Research Fellow

US Army Research Lab | LA, CA | Jun – Aug 2022

- Conducted analysis of behavioral data resulting in publication in peer-reviewed journal.
- Collaborated with cross-functional teams to recommend training and recruiting optimization strategies using my evidence-based research findings.

### Supervisor, Research & Consumer Insights

Carat | NY, NY | Nov 2016 – Sept 2017

- Used syndicated third-party data (GfK, Nielsen) to compile audience segmentation personas and market measurement analyses for clients and stakeholders.
- Communicated campaign results to clients, delivering intuitive data visualizations using Excel and Tableau across CPG, tech, and finance verticals.

### Senior Analyst, Insights and Intelligence

Edelman | NY, NY | Oct 2015 – Oct 2016

- Development and qualitative analysis of social listening algorithms to support go-to-market strategies of new Samsung products using Brandwatch.
- Monitored brand and industry discourse to proactively identify emerging risks or reputational concerns for finance client.
- Designed and compiled weekly client deliverables in Excel and PowerPoint using data-driven stories to capture performance across paid/owned/earned channels.

### Analyst, Marketing Sciences

OMD Worldwide | NY, NY | Jul 2014 – Sept 2015

- Provided analytics and optimizations for Visa Signature digital campaigns, established measurement goals, merged third-party and ad-server datasets using comScore, Kantar, SQL and Excel, and presented results to clients.

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## EDUCATION

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### PhD Psychology

University of Southern California | 2019 - 2025 | GPA: 3.96

- Designed and implemented 8 end-to-end quantitative primary research studies totaling 1,000+ participants – including data collection, validation, modeling and visualization, and results dissemination using R.
- Led a team of 7 research assistants to execute parallel, multi-year research projects resulting in 2 first-author peer-reviewed publications and 4 manuscripts in review.
- Communicated scientific findings to broader stakeholders by presenting at 5 national and international conferences.

### MS Cognitive Science

University College London | 2017 - 2018 | Distinction

- Collaborated with senior trainees to lead protocol development, data collection, analysis, and write-up of a randomized controlled trial to test a behavioral intervention.

### BA Mathematics

SUNY University at Buffalo | 2009 - 2011 | GPA: 3.94

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## SKILLS

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### Programming and Software

Excel (15+ years), R (5 years), Python (3 years), SQL (1 year), Tableau (1 year)

### Analytical Methods

Pivot tables, vlookup, cross-tabulation, hypothesis testing, machine learning algorithms

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## FIRST-AUTHOR PUBLICATIONS

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**Liu, X., & Read, S.J.** (2024). Development of a multivariate prediction model for antidepressant resistant depression using reward-related predictors. *Frontiers in Psychiatry*, 15.

<https://doi.org/10.3389/fpsy.2024.1349576>

**Liu, X., Read, S. J., Rabin, A., Pollard, K. A., & Files, B. T.** (2023). Prevention focus and conscientiousness drive accurate responding in stimulus detection. *Journal of Research in Personality*, 104430. <https://doi.org/10.1016/j.jrp.2023.104430>