

JENNIE LIANG

Researcher passionate about youth mental health with expertise in building community-based, participatory action research programs that empower and build capacity for youth.

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SKILLS

Qualitative Research
Quantitative Research
Participatory Research
UX Research
Data Analysis
Strategic Planning
Design Thinking
Workshop Facilitation

VOLUNTEER

Chair,
Friends of NAMI
Greater Los Angeles
County

Crisis Counselor,
988 Suicide & Crisis
Lifeline

Court Appointed
Special Advocate,
CASA of Los Angeles

EXPERIENCE

Program Director, AIM Youth Mental Health *Jan 2022 - Present*

- ▶ Leading the Ideas Lab, a youth participatory action research program to train and empower high school students to address youth mental health through research
- ▶ Developing training curriculum for youth researchers and adult mentors, building relationships with partners and funders, and overseeing a youth ambassador program

User Researcher, Fountain House *Jan 2022 - Apr 2023*

- ▶ Conducted mixed-methods research to center the user voice when developing a virtual community for people living with serious mental illness
- ▶ Presented insights and recommendations to advocate for a trauma-informed approach with internal and external stakeholders

Associate Director, Strategy, Horizon Media *Nov 2017 - Jan 2020*

- ▶ Led research projects to develop a deep understanding of consumers and create actionable communications strategies to connect with them
- ▶ Managed quantitative and qualitative research projects, including survey development, interviews, focus groups, data analysis, and presentations

Director of Strategy, The Aligned Center *Feb 2016 - Oct 2017*

- ▶ Partnered with the Founder to build a community center dedicated to personal development and well-being that attracted 100+ new members in its first year
- ▶ Conducted user research and applied design thinking methods to develop the business strategy, service offerings, user experience, and marketing strategies

Senior Brand Planner, MWW PR *Sep 2014 - Jan 2016*

- ▶ Led, designed, conducted, and analyzed primary and secondary research to uncover consumer, brand, and landscape insights to inform communication strategies
- ▶ Facilitated brainstorming and workshops to develop campaign ideas

Strategist, The Concept Farm *Oct 2013 - Jul 2014*

- ▶ Designed and conducted research to uncover insights and develop creative briefs

Account Executive, ERGO Interactive *Sep 2010 - Jan 2013*

- ▶ Managed projects and grew client relationships to over \$1mm in account billings

EDUCATION

Master of Liberal Arts, Psychology *2023*

Harvard University, Extension Studies

- ▶ *Capstone Title*: Using Youth Participatory Action Research to Design a Trauma-Informed Youth Center

Social Justice Graduate Certificate *2022*

Harvard University, Extension Studies

Bachelor of Science in Management *2009*

Tulane University