

Zhijie Xiong

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Education

Columbia University <i>MA in Quantitative Methods in the Social Sciences (QMSS), Focus in Data Science (GPA: 4.0/4.3)</i> • Relevant Courses: Projects in Advanced Machine Learning, Natural Language Processing	2025/09-2026/06 New York
Hong Kong University of Science and Technology <i>BSc in Quantitative Social Analysis</i> • Relevant Courses: Data Mining for Business Analytics, Applied Statistics, Programming with C++	2021/09-2025/06 Hong Kong

Work Experience

IBM QMSS Practicum (Generative AI for HHS EPLC) • User problem & Product Vision: Identified inefficiencies in IBM consultants' EPLC documentation workflows and defined the product vision for an AI assistant to reduce manual effort. • MVP Scoping & Prioritization: Evaluated technical constraints and delivery timelines, prioritizing from broad feature concepts to an MVP focused on AI chatbot and document generation. • Cross-functional Leadership: Led cross-functional collaboration across 5 teams (UX, AI, data, domain, evaluation) and ensured stakeholder alignment through weekly mentor reviews. • Execution & Impact: Designed core UX flows, implemented key frontend components, and refined prompts and retrieval logic, resulting in a 30% reduction in manual documentation effort and a 4.6/5.0 user satisfaction score across 30+ user trials.	<i>Product Owner- AI-RAG Product</i>	2025/09-2025/12
Omnigence.ai • Stakeholder & Customer Discovery: Engaged directly with Macau-based clients to clarify business requirements and operational pain points, synthesizing feedback into clear product insights to support solution design. • Market & Use Case Analysis: Conducted user interviews and market research to identify concrete use cases, validating overlaps between client-specific needs and broader market pain points to inform scalable product decisions. • Competitive & Strategic Analysis: Performed competitive analysis to assess existing market solutions, identifying unmet needs and differentiation opportunities that informed feature prioritization and product scope. • Product Definition & Cross-functional Alignment: Defined product functional scope and authored PRDs to translate requirements into actionable specifications, aligning engineering and business teams through regular syncs to track progress and ensure on-time delivery.	<i>Product Manager/ Co-Founder – SaaS Product</i>	2025/08-Present
Fortune Cookie Technologies Inc. • Market Research: Conducted market and competitive research, qualitatively coding 300+ Reddit threads to uncover unmet user needs and emerging behavior patterns, informing product roadmap prioritization. • MVP Experiment: Designed and executed MVP experiments on Reddit, achieving an 8% click-through rate, well above typical organic Reddit engagement, validating user demand and refining target user segmentation. • Partnership Building: Identified high-intent potential strategic partners through Reddit outreach and facilitated initial CEO-level meetings, contributing to early-stage partnership exploration.	<i>Product Manager Intern – FinTech Product</i>	2024/11-2024/12
Zuoyebang Educational Technology (Beijing) Co., Ltd. • User Data Analysis: Analyzed 50,000+ user interaction records using SQL to segment users and uncover behavior drivers, identifying math-related features as the primary engagement lever for core user cohorts. • Experimentation & Optimization: Designed and ran A/B tests on math-feature layouts informed by behavioral insights, increasing retention of targeted user segments by ~23% and contributing to overall product growth. • User Research: Conducted 10+ product trials with international students and analyzed 1,000+ multilingual app reviews across 5 regions, identifying heavy reliance on academic writing and translation features, which informed feature optimization and new launches. • Community Operations: Launched gamified learning challenges that increased Discord daily active users from 2,500 to 3,000 (+20%), significantly improving community engagement.	<i>Product Manager Intern – EdTech Product</i>	2023/12-2024/02
EasyTransfer Co., Ltd. • Led content-based user acquisition on Xiaohongshu for an overseas payment product serving international students, analyzing engagement and conversion behavior to optimize the private-domain funnel, resulting in an 18% sustained conversion rate.	<i>Product Marketing Intern – FinTech Product</i>	2023/11-2024/02

Extracurricular

Triple Uni (WeChat Mini Program) • Scaled a student-facing anonymous social and information platform ("campus forum") serving three Hong Kong universities by leading campus partnerships and expanding on-campus acquisition channels. • Analyzed user engagement data to optimize content strategy and growth initiatives, driving a 50% increase in daily active users and HKD 8,000+ in revenue within three months, establishing the product as a high-frequency platform among Mainland students across the three universities.	<i>Product Operation & Business Development</i>	2024/02-2025/09
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Skills

• Languages: English (Fluent), Mandarin (Native), Cantonese (Basic), Korean (Basic)
• Tools: Programming (Python, C++, VBA, Java, MATLAB), Data Analysis (STATA, R, SPSS, SQL, Power BI, Excel), Product Design (Azure, Figma, PS, AI, Canva), Product Management (Microsoft Office Suite, Jira)
• Professional Skills: Product Management, Marketing, Analytical Skills, Planning Skills, Follow-up Skills