

Zhijie Xiong

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Education

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

Work Experience

IBM QMSS Practicum (Generative AI for HHS EPLC)	<i>Product Owner- AI-RAG Product</i>	2025/09-2025/12
• 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 product feature concepts to an MVP focused on AI chatbot and document generation.		
• Cross-functional Leadership: Led cross-functional collaboration across 5 teams (UX/UI, AI, data, domain, evaluation) and ensured stakeholder alignment through weekly mentor reviews.		
• Developed core user flows and prototypes in Figma, implemented key frontend components, collaborated on API integration and backend debugging, and refined prompts and retrieval logic through iterative testing, achieving 30% reduction in manual effort and 4.6/5.0 user satisfaction across 30+ trials.		
Omnigence.ai	<i>Product Manager/ Founder – SaaS Product</i>	2025/08-Present
• Customer Discovery & Requirements Analysis: Engaged directly with Macau-based clients to identify business requirements and operational pain points, conducted in-depth interviews and market research to validate use cases and uncover overlaps between client-specific needs and broader market opportunities.		
• Competitor Analysis & Product Strategy: Performed competitor research to evaluate existing solutions, identifying gaps in market coverage and differentiation opportunities that directed product features prioritization and product positioning.		
• Product Definition & Documentation: Defined product functional scope and authored PRDs, translating business requirements into technical specifications, establishing clear user flows in collaboration with UX/UI designers to guide development.		
• Project Management & Delivery: Facilitated weekly syncs across engineering, design, and business teams to align on priorities, track project progress, and ensure on-time product delivery, facilitating the whole product lifecycle.		
Fortune Cookie Technologies Inc.	<i>Growth Product Manager Intern – FinTech Product</i>	2024/11-2024/12
• Market Research: Conducted market and competitive research, qualitatively coding 300+ Reddit threads to uncover unmet user needs and emerging behavior patterns, informing go-to-market strategy.		
• MVP Experiment: Proposed 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.		
Zuoyebang Educational Technology (Beijing) Co., Ltd.	<i>Product Manager Intern – EdTech Product</i>	2023/12-2024/02
• 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 composed by behavioral insights, increasing retention of targeted user segments by ~23% and contributing to overall product improvements and 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 based on user feedback, 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.		
EasyTransfer Co., Ltd.	<i>Product Marketing Intern – FinTech Product</i>	2023/11-2024/02
• 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.		

Research Experience

HKUST	<i>Research Assistant</i>	2022/01-2025/09
• Architected automated Python/VBA workflows to identify and resolve duplicate records and missing attributes, achieving >95% precision in entity matching and standardizing fragmented organizational classifications.		
• Spearheaded the discovery and normalization of a firm-level dataset across 100+ government and commercial sources, reconciling conflicting ownership and sector data for 6,000+ entities; leveraged dashboard to manage complex data evolution, synthesizing findings into compelling narratives and leadership-level insights on corporate ownership trends		

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, Agile)