

# Zhijie Xiong

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## EDUCATION

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| <b>Columbia University</b><br><i>MA in Quantitative Methods in the Social Sciences (QMSS), Focus in Data Science</i><br>- <b>Relevant Courses:</b> Projects in Advanced Machine Learning, Natural Language Processing  | Sep 2025–Present<br>New York    |
| <b>The Hong Kong University of Science and Technology (HKUST)</b><br><i>BSc in Quantitative Social Analysis</i><br>- <b>Scholarship:</b> Admissions Scholarship of HKD 30,000 per academic year.<br>- <b>Relevant Courses:</b> Exploring and Visualizing Data, Data Mining for Business Analytics, Business Data Analytics, Applied Statistics | Sep 2021–July 2025<br>Hong Kong |

## WORK EXPERIENCE

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| <b>IBM QMSS Practicum (Generative AI for HHS EPLC)</b><br><i>UX and App Development Team Lead - ToG Product</i><br>- Led five functional teams and managed 20 direct reports, streamlining collaboration and accelerating progress across a 50-member cross-functional project.<br>- Conducted end-to-end user research and UX design, developing User Stories, Journey Maps, and interactive Figma prototypes that enhanced usability and technical feasibility.<br>- Collaborated with AI, data, and evaluation teams to define model APIs and workflow logic, documented dependencies, and implemented testing protocols to ensure system reliability and scalability.<br>- Delivered a validated GenAI prototype that boosted documentation efficiency by 30%+, earning recognition from IBM Consulting senior leadership.   | Sep 2025–Present<br>New York |
| <b>Omnigence.ai</b><br><i>Founder/Product Manager - SaaS Product</i><br>- Conducted dual stakeholder interviews with a construction company owner and accountant in Macau to analyze pain points and labor costs in quoting, bookkeeping, reimbursement, and reporting processes; validated findings and shaped product strategy through targeted market and competitor analysis<br>- Architected an automated, end-to-end financial workflow, integrating LLM-driven generation and auditing features. Delivered user flows, prototypes in Figma, and a comprehensive PRD to ensure clear alignment across all teams.<br>- Drove project execution by managing the development roadmap, tracking progress, and proactively resolving blockers through weekly syncs. Coordinated cross-functional teams to accelerate delivery, improving project efficiency by 50% and significantly reducing time-to-market. | Aug 2025–Present<br>Remote   |
| <b>Fortune Cookie Technologies Inc.</b><br><i>Product Manager Intern - Fintech Product</i><br>- Led market research and competitive benchmarking of financial tools to identify feature gaps and refine the product-market-fit and shape the go-to-market strategy.<br>- Designed and executed MVP experiments on Reddit, analyzing click-through rates to validate user demand and refine target audience segmentation.<br>- Identified and initiated contact with a strategic partner, arranging a CEO meeting to advance collaboration discussions and shape product strategy.  | Nov 2024<br>Remote           |
| <b>Zuoyebang Educational Technology (Beijing) Co., Ltd.</b><br><i>Product Manager Intern - EdTech Product</i><br>- Researched and modeled user behavior by analyzing 50,000+ interactions using SQL; developed and tested hypotheses through A/B testing, resulting in a validated 20% uplift in a key metric (user retention).<br>- Organized 10+ trial sessions with international students and analyzed 1,000+ multilingual app reviews across 5 regions, pinpointing key pain points in essay writing and translation to guide new feature development.<br>- Boosted Discord community engagement through gamified learning challenges, increasing daily active users from 2,500 to 3,000 (20% growth).  | Dec 2023–Feb 2024<br>Beijing |
| <b>EasyTransfer Co., Ltd.</b><br><i>Overseas Marketing Intern - FinTech Product</i><br>- Created and published content on Xiaohongshu targeting overseas Chinese students, attracting prospects into private communities and achieving a sustained 18% user conversion rate through private channel engagement.  | Nov 2023–Feb 2024<br>Remote  |

## RESEARCH EXPERIENCE

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| <b>HKUST</b><br><i>Research Assistant (Multiple Projects)</i><br>- <b>Data Processing:</b> Processed and analyzed 120K+ corporate records using Python and VBA; engineered entity-matching algorithms with >95% precision; visualized trends with Power BI to support academic reporting.<br>- <b>Sentiment Analysis:</b> Conducted sentiment and topic modeling on 2K+ social media posts; Identified key correlation between patriotism and rationality.<br>- <b>K-means Clustering:</b> Leveraged K-means clustering for spatial analysis to identify significant gaps in public toilet distribution across | 2022–Present<br>Hybrid |
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- Hong Kong's hiking trails and parks; presented data-driven recommendations to the local government, informing public facility planning and resource allocation.
- Authored research reports, with one manuscript in preparation for a cognitive science conference.

EXTRACURRICULAR

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| <b>Triple Uni (WeChat Mini Program)</b><br><i>Product Operation &amp; Business Development</i> <ul style="list-style-type: none"><li>- Spearheaded user acquisition and engagement by orchestrating campus-specific events and brand partnerships for students from three top Hong Kong universities, scaled DAU by 50% and generated HKD 8,000+ in 3 months.</li></ul> | Feb 2024-Sep 2025<br><i>Hong Kong</i> |
| <b>InternshipToday (WeChat Official Account)</b><br><i>Content Operation</i> <ul style="list-style-type: none"><li>- Achieved a 25% follower growth (from 30K to 40K) by implementing a data-driven content strategy: curating internship opportunities, hosting job-seeking sessions, and optimizing engagement based on metric analysis.</li></ul>                    | Oct 2023-Jun 2024<br><i>Remote</i>    |

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 (Jira)