

# 熊芷婕

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## 教育背景

哥伦比亚大学	2025/09-至今
硕士: 定量社会科学研究方法 (QMSS), 数据科学方向	纽约
香港科技大学	2021/09-2025/06
理学学士: 定量社会数据分析	香港
• 成绩奖项: 入学奖学金 (HKD 30,000 每学年, 为入学面试优秀者颁发, 每年成绩达标者可续)	

## 工作经历

IBM QMSS 实习项目 (HHS EPLC 生成式人工智能项目)	产品负责人 - ToG 产品	2025/09-至今
• <b>跨组管理:</b> 协调五个职能组并直接管理 20 人团队, 制定任务分配与进度计划, 主持例会解决沟通障碍, 确保五十人规模项目高效推进。		
• <b>需求与设计:</b> 组织用户研究与需求分析, 编写 User Story 与 Conversation Script, 绘制 User Journey Map 和 UX Workflow, 并使用 Figma 设计高保真交互原型, 明确系统功能目标与交互逻辑, 确保设计方案具备可实现性并满足用户体验预期。		
• <b>技术与实现:</b> 对接 GenAI 与 Data 组定义模型接口与调用逻辑, 编制依赖文档与约束说明, 确保 AI 模型功能与系统架构对齐; 联合 Evaluation 组制定测试标准与验收流程, 组织多轮测试与演示, 推动功能优化与落地。		
• <b>成果验证:</b> 成功交付可运行原型并通过客户验证, 文档自动生成效率提升约 30%+, 项目成果获得 IBM Consulting 高层认可。		
Omnigence.ai	产品经理实习 - SaaS 产品	2025/08-至今
• <b>需求分析:</b> 直接对接澳门一家中小型建筑企业, 与公司老板及会计双线访谈, 深入分析其报价、记账、报销与报表流程中的痛点与人工成本; 并基于此进行针对性的市场研究与竞品分析, 以评估市场现状、验证解决方案的可行性, 为制定具有竞争优势的产品优化策略提供核心洞察。		
• <b>产品设计:</b> 设计端到端财务业务流程架并设计自动化方案, 提出 LLM 驱动自动生成与审核功能; 使用 Figma 绘制用户流程图、用例图与原型, 撰写包含功能描述、数据流与异常处理逻辑的 PRD 文档, 确保 UX、前后端团队清晰理解产品定位与实现路径。		
• <b>项目管理:</b> 制定功能开发排期与里程碑计划, 运用项目管理系统配置需求工作流, 并主持周例会以跟踪任务进度, 主动识别并化解开发障碍, 协调前后端团队按期交付, 使项目推进效率提升 50%, 需求落地时间大大缩短。		
• <b>测试迭代:</b> 安排客户侧测试与反馈会议, 收集实际使用问题, 根据客户反馈和业务优先级持续优化解决方案。		
• <b>阶段成果:</b> 已交付包含报价、开票与报表模块的可运行原型, 完成客户试用与反馈收集, 验证产品在中小企业财务流程中的自动化可行性与市场潜力。		
Fortune Cookie 科技有限公司	产品经理实习 - FinTech 产品	2024/11
• <b>市场研究:</b> 开展市场与竞品分析, 并对 300 多篇 Reddit 讨论进行定性编码, 识别出未满足的用户需求及新兴行为模式, 为产品路线图的优先级排序提供依据。		
• <b>MVP 实验:</b> 在 Reddit 平台设计并执行最小可行产品 (MVP) 实验, 通过分析点击率数据验证用户需求, 推动目标用户群体调整。		
• <b>建立合作:</b> 在市场调研中识别潜在合作伙伴, 促成其与首席执行官会面, 推动合作洽谈并为产品战略提供决策依据。		
作业帮教育科技有限公司	产品经理实习 - EdTech 产品	2023/12-2024/02
• <b>用户数据分析:</b> 运用 SQL 分析 5 万+ 用户交互数据, 构建数据驱动型用户画像; 识别关键行为模式, 例如数学功能为最常用的功能, 设计并执行精准 A/B 测试以优化数学功能布局, 成功提升用户留存率 20%, 助力产品跃居美国教育类应用榜首。		
• <b>用户调研:</b> 通过组织 10 余次国际学生的产品试用, 处理并分析了覆盖 5 个地区、超过 1000 条的多语言应用评论, 精准定位论文写作与翻译依赖等用户痛点, 为功能优化提供决策依据, 支持产品生命周期内多个新功能上线。		
• <b>社群运营:</b> 通过推出游戏化学习挑战等活动, 将 Discord 社区日活跃用户从 2500 提升至 3000 (增长 20%), 显著提升用户参与度。		
易思汇科技有限公司	海外市场营销实习 - FinTech 产品	2023/11-2024/02
• 通过小红书平台制作并发布针对海外华裔学生的内容, 吸引潜在客户进入私域社群, 通过私域运营实现 18% 的持续用户转化率。		

## 课外活动

Triple Uni (港三校联合树洞-微信小程序)	产品运营 & 商务拓展	2024/02-2025/09
• 组织策划面向港三校学生的活动与品牌合作, 基于用户数据优化内容与增长策略, 在三个月内实现日活增长 50%、创收 8,000+ 港币, 使产品成为大陆学生校园生活中高频使用的社交与信息平台。		
今日实习 (实习信息汇总微信公众号)	内容运营	2023/10-2024/06
• 搜集并分类实习信息、回复读者留言并分析阅读与互动数据, 策划并组织找工经验分享活动, 实现粉丝增长 25% (3W→4W)。		

## 研究经历

香港科技大学	研究助理 (多项科研项目)	2022-至今
• <b>数据收集与分析:</b> 采集并分析眼动追踪数据, 研究自闭症个体在物体识别与社会认知中的差异; 对 2,000+ 条微博评论进行情感分类分析; 整合并处理来自五个中国 500 强榜单的 12 万+ 企业数据, 使用 Python 与 VBA 完成数据清洗与比对。		
• <b>研究发现与洞察:</b> 识别 ASD 个体的行为与认知模式, 揭示网络舆论中爱国与理性表达的关系特征, 并分析中国企业排名体系的结构差异。		
• <b>研究成果:</b> 参与撰写研究报告与论文, 目前正基于实验结果撰写论文, 计划投稿至国际认知科学领域期刊。		

## 技能

- 语言: 英语 (流利), 普通话 (母语), 广东话 (基本)
- 技能: 编程 (Python、C++、VBA、Java、MATLAB), 数据分析 (STATA、R、SPSS、SQL、Power BI、Excel), 产品设计 (Azure、Figma)

# Zhijie Xiong

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## Education

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

## Work Experience

<b>IBM QMSS Practicum (Generative AI for HHS EPLC)</b> • <b>User problem &amp; Product Vision:</b> Identified inefficiencies in IBM consultants' EPLC documentation workflows and defined the product vision for an AI assistant to reduce manual effort. • <b>MVP Scoping &amp; Prioritization:</b> Evaluated technical constraints and delivery timelines, prioritizing from broad feature concepts to an MVP focused on AI chatbot and document generation. • <b>Cross-functional Leadership:</b> Led cross-functional collaboration across 5 teams (UX, AI, data, domain, evaluation) and ensured stakeholder alignment through weekly mentor reviews. • <b>Execution &amp; Impact:</b> 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
<b>Omnigence.ai</b> • <b>Stakeholder &amp; Customer Discovery:</b> Engaged directly with Macau-based clients to clarify business requirements and operational pain points, synthesizing feedback into clear product insights to support solution design. • <b>Market &amp; Use Case Analysis:</b> 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. • <b>Competitive &amp; Strategic Analysis:</b> Performed competitive analysis to assess existing market solutions, identifying unmet needs and differentiation opportunities that informed feature prioritization and product scope. • <b>Product Definition &amp; Cross-functional Alignment:</b> 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/ Founder – SaaS Product</i>	2025/08-Present
<b>Fortune Cookie Technologies Inc.</b> • <b>Market Research:</b> Conducted market and competitive research, qualitatively coding 300+ Reddit threads to uncover unmet user needs and emerging behavior patterns, informing go-to-market strategy. • <b>MVP Experiment:</b> 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. • <b>Partnership Building:</b> Identified high-intent potential strategic partners through Reddit outreach and facilitated initial CEO-level meetings, contributing to early-stage partnership exploration.	<i>Growth Product Manager Intern – FinTech Product</i>	2024/11-2024/12
<b>Zuoyebang Educational Technology (Beijing) Co., Ltd.</b> • <b>User Data Analysis:</b> 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. • <b>Experimentation &amp; Optimization:</b> 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. • <b>User Research:</b> 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. • <b>Community Operations:</b> 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
<b>EasyTransfer Co., Ltd.</b> • 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

<b>Triple Uni (WeChat Mini Program)</b> • 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 &amp; Business Development</i>	2024/02-2025/09
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## Skills

• <b>Languages:</b> English (Fluent), Mandarin (Native), Cantonese (Basic), Korean (Basic)
• <b>Tools:</b> 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)
• <b>Professional Skills:</b> Product Management, Marketing, Analytical Skills, Planning Skills, Follow-up Skills

