

# Zhijie Xiong

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## EDUCATION

<b>Columbia University</b> <i>MA in Quantitative Methods in the Social Sciences (QMSS)</i>	Sep 2025-Present New York
<b>The Hong Kong University of Science and Technology (HKUST)</b> <i>BSc in Quantitative Social Analysis</i> <ul style="list-style-type: none"><li><b>Scholarship:</b> Admissions Scholarship of HKD 30,000 per academic year.</li></ul>	Sep 2021-July 2025 Hong Kong

## WORK EXPERIENCE

<b>IBM QMSS Practicum (Generative AI for HHS EPLC)</b> <i>UX Team Manager</i> <ul style="list-style-type: none"><li>Led a 10-member cross-functional team to conduct comprehensive user research (personas, journey maps), uncovering 6 key pain points in IT project managers' workflows.</li><li>Defined GenAI-assisted workflows and delivered interactive prototypes that improved task efficiency by an estimated 30%, integrating UX with backend (LangChain, LlamaIndex) for presentation to IBM leadership.</li></ul>	Sep 2025-Present New York
<b>Omnigence.ai</b> <i>Product Manager Intern</i> <ul style="list-style-type: none"><li>Delivered an AI-powered financial workflow solution for a Macau construction SME by benchmarking SaaS competitors and authoring PRD to align UX &amp; engineering teams; the product streamlined quotation, invoicing, and reporting processes, improving reporting efficiency by 25% and enhancing cross-team transparency.</li></ul>	Aug 2025-Present Remote
<b>Fortune Cookie Technologies Inc.</b> <i>Product Manager Intern - WeFIRE</i> <ul style="list-style-type: none"><li>Led competitive analysis of financial tools, benchmarking features and adoption tactics to define WeFIRE's differentiation strategy.</li><li>Designed and executed MVP experiments on Reddit across 300+ budgeting/tax/investment threads, validated adoption barriers (trust &amp; privacy), and directly shaped product-market fit pivots and roadmap adjustments.</li><li>Validated acquisition → activation → conversion funnel by tracking trial-link click-throughs from private chats, iterating messaging and targeting to optimize engagement.</li><li>Facilitated partnership discussions between highly engaged users and CEO that shaped community and product strategy.</li></ul>	Nov 2024 Remote
<b>Zuoyebang Educational Technology (Beijing) Co., Ltd.</b> <i>Product Manager Intern - Qwenstion.AI</i> <ul style="list-style-type: none"><li>Improved user retention by 20% by analyzing 50K+ interactions using SQL and leading A/B tests; uncovered high error rates in chart recognition and screen-captured photos, leading to feature enhancements, contributing to the app's rise to #1 in the U.S. educational category.</li><li>Informed feature roadmap by organizing 10+ structured trials with international students and synthesizing 1K+ multilingual reviews, uncovering pain points such as essay writing and reliance on translation, which directly guided multiple new feature launches.</li><li>Increased user acquisition by 15% and ad ROI by 12% by collaborating with the ad team to refine campaign targeting and reallocate budgets across YouTube, Instagram, and Facebook.</li><li>Boosted engagement rate from 0.1% to 0.5% within a 3K-member community by using seeding strategies and localized engagement (e.g., student life topics, exam-timed events), revived previously inactive community into daily discussions.</li></ul>	Dec 2023-Feb 2024 Beijing
<b>EasyTransfer Co., Ltd.</b> <i>Overseas Marketing Intern</i> <ul style="list-style-type: none"><li>Published Xiaohongshu posts targeting overseas Chinese students, attracting prospects into WeChat communities and converting 12%+ into verified transfer users (18-25% sustained conversion).</li></ul>	Nov 2023-Feb 2024 Remote

## EXTRACURRICULAR

<b>Triple Uni</b> <i>Triple Uni is the joint tree-hole WeChat Mini Program for HKU, CUHK, and HKUST students.</i> <ul style="list-style-type: none"><li>Scaled DAU by 50% and generated HKD 8,000+ in 3 months through localized campaigns and external partnerships.</li></ul>	Feb 2024-Aug 2025
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## RESEARCH EXPERIENCE

<b>Selected Research Projects</b> <i>Research Assistant</i> <ul style="list-style-type: none"><li>Built and standardized a 120K+ record database of Chinese firms and policies using Python &amp; VBA, transforming fragmented datasets into a structured digital archive for benchmarking and analysis.</li><li>Designed and iteratively tested eye-movement experiments with 40+ participants, improving usability and task flow.</li></ul>	2022-2025 Hybrid
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## SKILLS

<b>Languages:</b> English (Fluent), Chinese (Native)
<b>Programming Languages:</b> Python, C/C++, R, VBA, Java, SQL, Matlab, LaTeX
<b>Tools:</b> Microsoft Word/Excel/PPT, Canva, Figma, Axure, Photoshop, Adobe Illustrator, Matlab, Power BI, R Studio, SPSS, STATA, Psychopy, EyeLink, Pupil Labs, XLMiner