

Zhijie Xiong

(+1) 407-517-8818 | zx2556@columbia.edu | New York, NY | LinkedIn: Zhijie Xiong | Green Card Holder | Personal Website

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, Data Visualization	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) • Product Strategy & Vision: Defined product strategy for an AI-powered documentation assistant, aligning business goals with user needs by identifying inefficiencies in IBM consultants' EPLC workflows and establishing vision to reduce manual effort through ML-driven automation. • Backlog Prioritization: Evaluated technical constraints of ML models and data pipelines, anticipated delivery risks, and prioritized product backlog from broad feature concepts to MVP scope, ensuring roadmap alignment and on-time launch with quality exceeding stakeholder expectations. • Cross-functional Leadership: Led agile collaboration across 5 cross-functional teams (UX/UI, AI/data science, domain, evaluation) through sprint planning and iterative delivery, facilitating weekly stakeholder reviews to ensure alignment on product vision and progress. • 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.	<i>Product Owner - AI-RAG Product</i>	2025/09-2025/12
Omnicence.ai • 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 competitive research to evaluate existing solutions, identifying market gaps and differentiation opportunities that informed data-driven backlog prioritization and product positioning strategy. • Requirements Translation & Documentation: Authored PRDs translating complex business requirements into technical specifications and user stories, establishing clear user flows with UX/UI designers to guide engineering teams and ensure scalable solution delivery. • Project Management & Agile Delivery: Facilitated weekly cross-functional syncs across engineering, design, and business teams using agile methodologies, tracking product progress and ensuring on-time delivery throughout the product lifecycle.	<i>Product Manager/ Founder – SaaS Product</i>	2025/08-Present
Fortune Cookie Technologies Inc. • Market Research: Conducted competitive and user research, qualitatively coding 300+ Reddit threads using data analytics to uncover unmet needs and emerging behavior patterns, informing go-to-market execution and product positioning. • MVP Experiment: Proposed and executed MVP experiments achieving 8% CTR (above organic benchmarks), validating user demand through product analytics and refining target segmentation to align with roadmap priorities. • Partnership Building: Identified high-intent strategic partners through user research and outreach, facilitating CEO-level stakeholder meetings to support go-to-market strategy and early-stage partnership exploration.	<i>Growth 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 and data visualization tools to segment users and uncover behavior drivers, identifying math features as primary engagement levers through data-informed insights. • Experimentation & Optimization: Designed and executed A/B tests on feature layouts using behavioral analytics, increasing retention by ~23% through iterative delivery and continuous product improvement informed by user feedback and KPIs. • User Research: Conducted 10+ product trials with international students and analyzed 1,000+ multilingual reviews across 5 regions, translating user insights into feature optimizations and roadmap additions to enhance user experience and usability. • Community Engagement & Growth: Launched gamified learning initiatives increasing Discord DAU by 20% (2,500→3,000), monitoring performance through analytics tools and iterating based on user engagement data.	<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

Research Experience

HKUST • 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	<i>Research Assistant</i>	2022/01-2025/09
---	---------------------------	-----------------

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)