

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

## Work Experience

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| <b>IBM QMSS Practicum (Generative AI for HHS EPLC)</b><br>• <b>Product Strategy &amp; Vision:</b> 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.<br>• <b>Backlog Prioritization:</b> 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.<br>• <b>Cross-functional Leadership:</b> 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.<br>• 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 |
| <b>Omnicence.ai</b><br>• <b>Customer Needs &amp; Requirements Analysis:</b> Engaged directly with Macau-based clients to identify customer needs 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.<br>• <b>Competitor Analysis &amp; Product Strategy:</b> Performed competitive research to evaluate existing solutions, identifying market gaps and differentiation opportunities that informed data-driven backlog prioritization and product positioning strategy.<br>• <b>Requirements Translation &amp; Documentation:</b> 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.<br>• <b>Project Management &amp; Agile Delivery:</b> 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/Co-Founder – SaaS Product</i>       | 2025/08-Present |
| <b>Fortune Cookie Technologies Inc.</b><br>• <b>Market Research:</b> 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.<br>• <b>MVP Experiment:</b> 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.<br>• <b>Partnership Building:</b> 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 |
| <b>Zuoyebang Educational Technology (Beijing) Co., Ltd.</b><br>• <b>User Data Analysis:</b> 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.<br>• <b>Experimentation &amp; Optimization:</b> 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.<br>• <b>User Research:</b> 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.<br>• <b>Community Engagement &amp; Growth:</b> 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 |
| <b>EasyTransfer Co., Ltd.</b><br>• 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

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| <b>HKUST</b><br>• 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.<br>• 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 Kanban 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 |
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## Skills

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| • <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) |