

Zhijie Xiong

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EDUCATION

Columbia University

MA in Quantitative Methods in the Social Sciences (QMSS), Focus in Data Science

Sep 2025-Present

New York

The Hong Kong University of Science and Technology (HKUST)

BSc in Quantitative Social Analysis

Sep 2021-July 2025

Hong Kong

- **Scholarship:** Admissions Scholarship of HKD 30,000 per academic year.

WORK EXPERIENCE

IBM QMSS Practicum (Generative AI for HHS EPLC)

Sep 2025-Present

UX Team Manager

New York

- 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.
- 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.

Omnigence.ai

Aug 2025-Present

Product Manager Intern

Remote

- Delivered an AI-powered financial workflow solution for a Macau construction SME by benchmarking SaaS competitors and authoring PRD to align UX & engineering teams; the product streamlined quotation, invoicing, and reporting processes, improving reporting efficiency by 25% and enhancing cross-team transparency.

Fortune Cookie Technologies Inc.

Nov 2024

Product Manager Intern - Growth

Remote

- Led competitive analysis of financial tools, benchmarking features and adoption tactics to define WeFIRE's differentiation strategy.
- Designed and executed MVP experiments on Reddit across 300+ budgeting/tax/investment threads, validated adoption barriers (trust & privacy), and directly shaped product–market fit pivots and roadmap adjustments.
- Validated acquisition → activation → conversion funnel by tracking trial-link click-throughs from private chats, iterating messaging and targeting to optimize engagement.
- Facilitated partnership discussions between highly engaged users and CEO that shaped community and product strategy.

Zuoyebang Educational Technology (Beijing) Co., Ltd.

Dec 2023-Feb 2024

Product Manager Intern

Beijing

- 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.
- 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.
- 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.
- 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.

EasyTransfer Co., Ltd.

Nov 2023–Feb 2024

Overseas Marketing Intern

Remote

- Published Xiaohongshu posts targeting overseas Chinese students, attracting prospects into WeChat communities and converting 12%+ into verified transfer users (18–25% sustained conversion).

EXTRACURRICULAR

Triple Uni

Feb 2024-Aug 2025

Triple Uni is the joint tree-hole WeChat Mini Program for HKU, CUHK, and HKUST students.

- Scaled DAU by 50% and generated HKD 8,000+ in 3 months through localized campaigns and external partnerships.

RESEARCH EXPERIENCE

Selected Research Projects

2022–2025

Research Assistant

Hybrid

- Built and standardized a 120K+ record database of Chinese firms and policies using Python & VBA, transforming fragmented datasets into a structured digital archive for benchmarking and analysis.
- Designed and iteratively tested eye-movement experiments with 40+ participants, improving usability and task flow.

SKILLS

Tools: Microsoft Office (Excel, PowerPoint, Word), Power BI, Figma, Jira, SQL, Python, Excel dashboards, VBA, R Studio, SPSS, STATA, Matlab

Languages: English (Fluent), Chinese (Native)