

# Zhijie Xiong

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## EDUCATION

<b>Columbia University</b> <i>MA in Quantitative Methods in the Social Sciences</i>	Sep 2025-Present New York
<b>The Hong Kong University of Science and Technology (HKUST)</b> <i>BSc in Quantitative Social Analysis</i>	Sep 2021-July 2025 Hong Kong

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

## RESEARCH EXPERIENCE

<b>China Political Economy Database Project</b> <i>HKUST   Advisor: Prof. LIN, Yi-Min</i>	Jan 2022-Present Hybrid
<ul style="list-style-type: none"><li>• Web-scraped and consolidated large-scale datasets on Chinese firms and industries using Python and VBA, standardized metadata, and performed entity resolution across heterogeneous sources to create a structured, searchable archive of 50+ topic collections.</li><li>• Built and maintained interactive filter-based dashboards to visualize large research datasets, enabling non-technical stakeholders to explore and interpret data insights efficiently, supporting policy-oriented research on China's political economy.</li></ul>	
<b>Face and Object Recognition in Autistic Individuals</b> <i>HKUST- Attention Brain and Cognition Lab   Advisor: Prof. Hsiao, Janet</i>	Oct 2024-Present Hybrid

- Designed and programmed full experimental procedures, integrating EyeLink, PsychoPy, and Pupil Labs systems for synchronized multimodal data collection; cleaned, merged, and documented experiment data from 40+ participants to ensure accuracy and reproducibility.
- Conducted statistical analysis (ANOVA, regression) using R and Matlab to identify behavioral patterns and co-authored the manuscript currently in preparation for peer-reviewed publication.

<b>Chinese Patriotic Sentiment Analysis on Weibo</b> <i>HKUST   Advisor: Prof. ZHANG, Dong</i>	Jan 2023-May 2023 Hong Kong
<ul style="list-style-type: none"><li>• Applied dual-axis coding frameworks to quantify nationalist sentiment and discourse patterns through 2,000+ Weibo posts regarding the 2012 Diaoyu Islands incident and US-China Trade War, transforming unstructured text into structured datasets for political communication research</li></ul>	

## WORK EXPERIENCE

<b>IBM QMSS Practicum (Generative AI for HHS EPLC)</b> <i>UX Team Manager</i>	Sep 2025-Present New York
<ul style="list-style-type: none"><li>• Led a 10-member team to conduct user research, journey mapping, and persona development, translated insights into user stories and product requirements, aligning with Agile sprint cycles and IBM leadership's roadmap priorities.</li><li>• Designed and refined UX/UI solutions supporting GenAI-assisted workflows, integrated with back-end tools, improving the task efficiency by 30%, presented outcomes and future optimization strategies to IBM mentors.</li></ul>	
<b>Omnigence.ai</b> <i>Product Manager Intern</i>	Aug 2025-Present Remote
<ul style="list-style-type: none"><li>• Conducted user research and product benchmarking, engaging with clients to gather feedback and compare SaaS analytics tools to identify feature gaps and analytical usability challenges.</li><li>• Authored PRDs by defining and prioritizing key features, and coordinated UX and engineering teams to align technical implementation with user and data needs, enhancing overall analytical clarity and decision-making efficiency.</li></ul>	
<b>Fortune Cookie Technologies Inc.</b> <i>Product Manager Intern</i>	Nov 2024 Remote
<ul style="list-style-type: none"><li>• Designed and executed MVP experiments on Reddit across 300+ budgeting, tax, and investment threads, validating adoption barriers and informing product-market fit pivots within the product lifecycle.</li><li>• Analyzed conversion data to validate the acquisition-activation-conversion funnel, identified drop-off points, and iterated messaging and engagement strategies that informed community and product decisions with the CEO.</li></ul>	
<b>Zuoyebang Educational Technology (Beijing) Co., Ltd.</b> <i>Product Manager Intern</i>	Dec 2023-Feb 2024 Beijing
<ul style="list-style-type: none"><li>• Analyzed 50K+ user interactions using SQL and coordinated with engineering and DevOps teams to run A/B tests, uncovering key usability issues in chart recognition and photo capture; implemented feature fixes that improved user retention by 20% and contributed to the app reaching #1 in the U.S. educational category.</li></ul>	

- Led 10+ structured trials with international students and synthesized 1K+ multilingual reviews to identify pain points such as essay writing and translation reliance, informing the feature roadmap and guiding multiple new features launches across the product lifecycle.
- Collaborated with the operations team to refine targeting and resource allocation across YouTube, Instagram, and Facebook, increasing user acquisition by 15% and ad ROI by 12%, while revitalizing a 3K-member community through localized engagement strategies.

## SKILLS

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**Languages:** English (Fluent), Chinese (Native)

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