

# Zhijie Xiong

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

## Education

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

## Work Experience

<b>IBM QMSS Practicum (Generative AI for HHS EPLC)</b> • <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. • <b>Backlog Prioritization:</b> Evaluated technical constraints of ML models and data pipelines, anticipated product 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. • <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. • Developed core process flows and wireframes 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>OmniGen.ai</b> • <b>Customer Needs &amp; Requirements Discovery:</b> 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. • <b>Competitive 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. • <b>Requirements Translation &amp; Documentation:</b> Authored product specifications and integration guides translating complex business requirements into technical specifications and user stories, establishing clear user flows with UX/UI designers to guide engineering teams through strong written and verbal communication, showing communication skills. • <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 end-to-end product management.	<i>Product Manager/Co-Founder – SaaS Product</i>	2025/08-Present
<b>Fortune Cookie Technologies Inc.</b> • <b>Market Research:</b> Conducted competitive and user research, qualitatively coding 300+ Reddit threads using data analytics to uncover unmet product needs and emerging behavior patterns, informing go-to-market execution and product positioning. • <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. • <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> • <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. • <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 improvements informed by user feedback and KPIs. • <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. • <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> • <b>User Acquisition &amp; Funnel Optimization:</b> 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

## Extracurricular

<b>Triple Uni (WeChat Mini Program)</b> • <b>Product Growth &amp; Strategy:</b> Led growth initiatives for a student-facing anonymous campus forum across three Hong Kong universities by designing and launching recurring in-app engagement programs, driving a ~50% increase in DAU within three months. • <b>Monetization &amp; Platform Health:</b> Engaged and evaluated potential advertising partners, and defined and managed ad-to-content ratios to balance revenue generation with user experience, contributing to HKD 8,000+ in advertising revenue while sustaining user growth and engagement.	<i>Product Operation &amp; Business Development</i>	2024/02-2025/09
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## Skills

• <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)