

# Zhijie Xiong

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## EDUCATION

### Columbia University

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

- Relevant Courses: Projects in Advanced Machine Learning, Natural Language Processing

Sep 2025-Present

New York

### The Hong Kong University of Science and Technology (HKUST)

BSc in Quantitative Social Analysis

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

- Relevant Courses: Exploring and Visualizing Data, Data Mining for Business Analytics, Business Data Analytics, Applied Statistics

Sep 2021-July 2025

Hong Kong

## WORK EXPERIENCE

### IBM QMSS Practicum (Generative AI for HHS EPLC)

Sep 2025-Present

UX and App Development Team Lead - ToG Product

New York

- Led five functional teams and managed 20 direct reports, streamlining collaboration and accelerating progress across a 50-member cross-functional project.
- Conducted end-to-end user research and UX design, developing User Stories, Journey Maps, and interactive Figma prototypes that enhanced usability and technical feasibility.
- Collaborated with AI, data, and evaluation teams to define model APIs and workflow logic, documented dependencies, and implemented testing protocols to ensure system reliability and scalability.
- Delivered a validated GenAI prototype that boosted documentation efficiency by 30%+, earning recognition from IBM Consulting senior leadership.

### Omnigence.ai

Aug 2025-Present

Founder/Product Manager - SaaS Product

Remote

- Conducted dual stakeholder interviews with a construction company owner and accountant in Macau to analyze pain points and labor costs in quoting, bookkeeping, reimbursement, and reporting processes; validated findings and shaped product strategy through targeted market and competitor analysis
- Architected an automated, end-to-end financial workflow, integrating LLM-driven generation and auditing features. Delivered user flows, prototypes in Figma, and a comprehensive PRD to ensure clear alignment across all teams.
- Drove project execution by managing the development roadmap, tracking progress, and proactively resolving blockers through weekly syncs. Coordinated cross-functional teams to accelerate delivery, improving project efficiency by 50% and significantly reducing time-to-market.

### Fortune Cookie Technologies Inc.

Nov 2024

Product Manager Intern - Fintech Product

Remote

- Led market research and competitive benchmarking of financial tools to identify feature gaps and refine the product-market-fit and shape the go-to-market strategy.
- Designed and executed MVP experiments on Reddit, analyzing click-through rates to validate user demand and refine target audience segmentation.
- Identified and initiated contact with a strategic partner, arranging a CEO meeting to advance collaboration discussions and shape product strategy.

### Zuoyebang Educational Technology (Beijing) Co., Ltd.

Dec 2023-Feb 2024

Product Manager Intern - EdTech Product

Beijing

- Researched and modeled user behavior by analyzing 50,000+ interactions using SQL; developed and tested hypotheses through A/B testing, resulting in a validated 20% uplift in a key metric (user retention).
- Organized 10+ trial sessions with international students and analyzed 1,000+ multilingual app reviews across 5 regions, pinpointing key pain points in essay writing and translation to guide new feature development.
- Boosted Discord community engagement through gamified learning challenges, increasing daily active users from 2,500 to 3,000 (20% growth).

### EasyTransfer Co., Ltd.

Nov 2023-Feb 2024

Overseas Marketing Intern - FinTech Product

Remote

- Created and published content on Xiaohongshu targeting overseas Chinese students, attracting prospects into private communities and achieving a sustained 18% user conversion rate through private channel engagement.

## RESEARCH EXPERIENCE

### HKUST

2022-Present

Research Assistant (Multiple Projects)

Hybrid

- **Data Processing:** Processed and analyzed 120K+ corporate records using Python and VBA; engineered entity-matching algorithms with >95% precision; visualized trends with Power BI to support academic reporting.
- **Sentiment Analysis:** Conducted sentiment and topic modeling on 2K+ social media posts; Identified key correlation between patriotism and rationality.
- **K-means Clustering:** Leveraged K-means clustering for spatial analysis to identify significant gaps in public toilet distribution across

Hong Kong's hiking trails and parks; presented data-driven recommendations to the local government, informing public facility planning and resource allocation.

- Authored research reports, with one manuscript in preparation for a cognitive science conference.

## EXTRACURRICULAR

|                                                                                                |                                |
|------------------------------------------------------------------------------------------------|--------------------------------|
| <b>Triple Uni (WeChat Mini Program)</b><br><i>Product Operation &amp; Business Development</i> | Feb 2024-Sep 2025<br>Hong Kong |
| <b>InternshipToday (WeChat Official Account)</b><br><i>Content Operation</i>                   | Oct 2023-Jun 2024<br>Remote    |

- Spearheaded user acquisition and engagement by orchestrating campus-specific events and brand partnerships for students from three top Hong Kong universities, scaled DAU by 50% and generated HKD 8,000+ in 3 months.

- Achieved a 25% follower growth (from 30K to 40K) by implementing a data-driven content strategy: curating internship opportunities, hosting job-seeking sessions, and optimizing engagement based on metric analysis.

## 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 (Jira)