熊芷婕

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教育背景

哥伦比亚大学	2025/09-至今
硕士：定量社会科学研究方法（QMSS），数据科学方向	*纽约*
香港科技大学	2021/09-2025/06
理学士：定量社会数据分析	*香港*

- 成绩奖项：入学奖学金 （HKD 30,000 每学年，为入学面试优秀者颁发，每年成绩达标者可续）

工作经历

IBM QMSS 实习项目（HHS EPLC 生成式人工智能项目） *产品负责人 - ToG 产品* 2025/09-至今
- **跨组管理：**协调五个职能组并直接管理 20 人团队，制定任务分配与进度计划，主持例会解决沟通障碍，确保五十人规模项目高效推进。
- **需求与设计：**组织用户研究与需求分析，编写 User Story 与 Conversation Script，绘制 User Journey Map 和 UX Workflow，并使用 Figma 设计高保真交互原型，明确系统功能目标与交互逻辑，确保设计方案具备可实现性并满足用户体验预期。
- **技术与实现：**对接 GenAI 与 Data 组定义模型接口与调用逻辑，编制依赖文档与约束说明，确保 AI 模型功能与系统架构对齐；联合 Evaluation 组制定测试标准与验收流程，组织多轮测试与演示，推动功能优化与落地。
- **成果验证：**成功交付可运行原型并通过客户验证，文档自动生成效率提升约 30%+，项目成果获得 IBM Consulting 高层认可。

Omnigence.ai *产品经理实习 – SaaS 产品* 2025/08-至今
- **需求分析：**直接对接澳门一家中小型建筑企业，与公司老板及会计双线访谈，深入分析其报价、记账、报销与报表流程中的痛点与人工成本。
- **产品设计：**设计端到端财务业务流程架并设计自动化方案，提出 LLM 驱动的自动生成与审核功能；使用 Figma 绘制用户流程图、用例图与原型，撰写包含功能描述、数据流与异常处理逻辑的 PRD 文档。
- **项目管理：**制定功能开发排期与里程碑计划，运用项目管理系统配置需求工作流，并主持周例会以跟踪任务进度，主动识别并化解开发障碍，协调前后端团队按期交付，使项目推进效率提升 50%，需求落地时间大大缩短。
- **测试迭代：**安排客户侧测试与反馈会议，收集实际使用问题，根据客户反馈和业务优先级持续优化解决方案。
- **阶段成果：**已交付包含报价、开票与报表模块的可运行原型，完成客户试用与反馈收集，验证产品在中小企业财务流程中的自动化可行性与市场潜力。

Fortune Cookie 科技有限公司 *产品经理实习 – FinTech 产品* 2024/11
- **市场研究：**开展市场与竞品分析，并对 300 多篇 Reddit 讨论进行定性编码，，识别出未满足的用户需求及新兴行为模式，为产品路线图的优先级排序提供依据。
- **MVP 实验：**在 Reddit 平台设计并执行最小可行产品（MVP）实验，通过分析点击率数据验证用户需求，推动目标用户群体调整。
- **建立合作：**在市场调研中识别潜在合作伙伴，促成其与首席执行官会面，推动合作洽谈并为产品战略提供决策依据。

作业帮教育科技有限公司 *产品经理实习 – EdTech 产品* 2023/12-2024/02
- **用户数据分析：**运用 SQL 分析 5 万+用户交互数据，构建数据驱动型用户画像；识别关键行为模式，例如数学功能为最常用的功能，设计并执行精准 A/B 测试以优化数学功能布局，成功提升用户留存率 20%，助力产品跃居美国教育类应用榜首。
- **用户调研：**通过组织 10 余次国际学生的产品试用，处理并分析了覆盖 5 个地区、超过 1000 条的多语言应用评论，精准定位论文写作与翻译依赖等用户痛点，为功能优化提供决策依据，支持产品生命周期内多个新功能上线。
- **社群运营：**通过推出游戏化学习挑战等活动，将 Discord 社区日活跃用户从 2500 提升至 3000（增长 20%），显著提升用户参与度。

易思汇科技有限公司 *海外市场营销实习 – FinTech 产品* 2023/11-2024/02
- 通过小红书平台制作并发布针对海外华裔学生的内容，吸引潜在客户进入私域社群，通过私域运营实现 18%的持续用户转化率。

课外活动

Triple Uni (港三校联合树洞-微信小程序) *产品运营 & 商务拓展* 2024/02-2025/09
- 组织策划面向港三校学生的活动与品牌合作，基于用户数据优化内容与增长策略，在三个月内实现日活增长 50%、创收 8,000+ 港币，使产品成为大陆学生校园生活中高频使用的社交与信息平台。

今日实习（实习信息汇总微信公众号） *内容运营* 2023/10-2024/06
- 搜集并分类实习信息、回复读者留言并分析阅读与互动数据，策划并组织找工经验分享活动，实现粉丝增长 25%（3W→4W）。

研究经历

香港科技大学 *研究助理（多项科研项目）* 2022-至今
- **数据收集与分析：** 采集并分析眼动追踪数据，研究自闭症个体在物体识别与社会认知中的差异；对 2,000+ 条微博评论进行情感分类分析；整合并处理来自五个中国 500 强榜单的 12 万+ 企业数据，使用 Python 与 VBA 完成数据清洗与比对。
- **研究发现与洞察：** 识别 ASD 个体的行为与认知模式，揭示网络舆论中爱国与理性表达的关系特征，并分析中国企业排名体系的结构差异.
- **研究成果：**参与撰写研究报告与论文，目前正基于实验结果撰写论文，计划投稿至国际认知科学领域期刊。

技能

- **语言**：英语（流利），普通话（母语），广东话（基本）
- **技能**：编程（Python、C++、VBA、Java、MATLAB），数据分析（STATA、R、SPSS、SQL、Power BI、Excel），产品设计（Azure、Figma）

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EDUCATION

Columbia University   Sep 2025-Present
MA in Quantitative Methods in the Social Sciences (QMSS), Focus in Data Science   *New York*
- **Relevant Courses:** Projects in Advanced Machine Learning, Natural Language Processing

The Hong Kong University of Science and Technology (HKUST)   Sep 2021-July 2025
BSc in Quantitative Social Analysis   *Hong Kong*
- **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

WORK EXPERIENCE

IBM QMSS Practicum (Generative AI for HHS EPLC)   Sep 2025–Dec 2025
UX and App Development Team Lead - ToG Product   *New York*
- Directed 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
Co-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

Triple Uni (WeChat Mini Program) Feb 2024-Sep 2025
Product Operation & Business Development *Hong Kong*

- 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.

InternshipToday (WeChat Official Account) Oct 2023-Jun 2024
Content Operation *Remote*

- 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)
Hobbies: Photography, Vibe Coding, Writing Novels