Zhijie Xiong

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Education

Columbia University	2025/09-2026/06

MA in Quantitative Methods in the Social Sciences (QMSS), Focus in Data Science (**GPA:** 4.0/4.3)   *New York*

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

Hong Kong University of Science and Technology	2021/09-2025/06

BSc in Quantitative Social Analysis   *Hong Kong*

- **Relevant Courses:** Data Mining for Business Analytics, Applied Statistics, Programming with C++

Work Experience

IBM QMSS Practicum (Generative AI for HHS EPLC)   *Product Owner- AI-RAG Product*   2025/09-2025/12

- **Product Strategy & Vision:** 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.
- **Backlog Prioritization:** Evaluated technical constraints of ML models and data pipelines, anticipated 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.
- **Cross-functional Leadership:** 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 user 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.

Omnigence.ai   *Product Manager/Co-Founder – SaaS Product*   2025/08-Present

- **Customer Needs & Requirements Discovery:** 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.
- **Competitor Analysis & Product Strategy:** Performed competitive research to evaluate existing solutions, identifying market gaps and differentiation opportunities that informed data-driven backlog prioritization and product positioning strategy.
- **Requirements Translation & Documentation:** Authored product documentation translating complex business requirements into technical specifications and user stories, establishing clear user flows with UX/UI designers to guide engineering teams.
- **Project Management & Agile Delivery:** 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 lifecycle.

Fortune Cookie Technologies Inc.   *Growth Product Manager Intern – FinTech Product*   2024/11-2024/12

- **Market Research:** Conducted competitive and user research, qualitatively coding 300+ Reddit threads using data analytics to uncover unmet needs and emerging behavior patterns, informing go-to-market execution and product positioning.
- **MVP Experiment:** 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.
- **Partnership Building:** 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.

Zuoyebang Educational Technology (Beijing) Co., Ltd.   *Product Manager Intern – EdTech Product*   2023/12-2024/02

- **User Data Analysis:** 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.
- **Experimentation & Optimization:** Designed and executed A/B tests on feature layouts using behavioral analytics, increasing retention by ~23% through iterative delivery and continuous product improvement informed by user feedback and KPIs.
- **User Research:** Conducted 10+ product trials with international students and analyzed 1,000+ multilingual reviews across 5 regions, translating user insights into product features optimizations and roadmap additions to enhance user experience and usability.
- **Community Engagement & Growth:** 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.

EasyTransfer Co., Ltd.   *Product Marketing Intern – FinTech Product*   2023/11-2024/02

- 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.

Research Experience

HKUST   *Research Assistant*   2022/01-2025/09

- Architected automated Python/VBA workflows to identify and resolve duplicate records and missing attributes, achieving >95% precision in entity matching and standardizing fragmented organizational classifications.
- Spearheaded the discovery and normalization of a firm-level dataset across 100+ government and commercial sources, reconciling conflicting ownership and sector data for 6,000+ entities; leveraged Kanban to manage complex data evolution, synthesizing findings into compelling narratives and leadership-level insights on corporate ownership trends

Skills

- **Languages:** English (Fluent), Mandarin (Native), Cantonese (Basic), Korean (Basic)
- **Tools:** Programming (Python, C++, VBA, JavaScript, HTML, MATLAB), Data Analysis (STATA, R, SPSS, SQL, Power BI, Excel), Product Design (Azure, Figma, PS, AI, Canva), Product Management (Microsoft Office Suite, Jira)