

Zhijie Xiong

(+1) 407-517-8818 | zx2556@columbia.edu | LinkedIn: Zhijie Xiong | US work authorization

EDUCATION

Columbia University

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

Sep 2025-Present

New York

The Hong Kong University of Science and Technology (HKUST)

BSc in Quantitative Social Analysis

Sep 2021-July 2025

Hong Kong

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

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

Product Manager Intern - 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 shape WeFIRE's product positioning and 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

- Analyzed 50,000+ user interactions using SQL to build data-driven user profiles; identified key patterns (e.g., math as the most-used feature) and led A/B tests that optimized feature layout, boosting user retention by 20% and helping the app rank #1 in the U.S. education category.
- 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.

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.

RESEARCH EXPERIENCE

HKUST	2022-Present
<i>Research Assistant (Multiple Projects)</i>	<i>Hybrid</i>
<ul style="list-style-type: none">- Collected and analyzed eye-tracking data to study behavioral differences in individuals with autism; Performed sentiment classification on 2,000+ social media comments; Processed 120,000+ corporate records using Python and VBA for data cleaning and entity matching.- Authored and co-authored research reports, with one manuscript in preparation for submission to the cognitive science conference.	

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)