

# Zhijie Xiong

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## Education

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

## Work Experience

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| <b>IBM QMSS Practicum (Generative AI for HHS EPLC)</b><br>• <b>User problem &amp; Product Vision:</b> Identified inefficiencies in IBM consultants' EPLC documentation workflows and defined the product vision for an AI assistant to reduce manual effort.<br>• <b>MVP Scoping &amp; Prioritization:</b> Evaluated technical constraints and delivery timelines, prioritizing from broad product feature concepts to an MVP focused on AI chatbot and document generation.<br>• <b>Cross-functional Leadership:</b> Led cross-functional collaboration across 5 teams (UX/UI, AI, data, domain, evaluation) and ensured stakeholder alignment through weekly mentor reviews.<br>• Developed core user flows and prototypes 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><br>• <b>Customer Discovery &amp; Requirements Analysis:</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.<br>• <b>Competitor Analysis &amp; Product Strategy:</b> Performed competitor research to evaluate existing solutions, identifying gaps in market coverage and differentiation opportunities that directed product features prioritization and product positioning.<br>• <b>Product Definition &amp; Documentation:</b> Defined product functional scope and authored PRDs, translating business requirements into technical specifications, establishing clear user flows in collaboration with UX/UI designers to guide development.<br>• <b>Project Management &amp; Delivery:</b> Facilitated weekly syncs across engineering, design, and business teams to align on priorities, track project progress, and ensure on-time product delivery, facilitating the whole product lifecycle. | <i>Product Manager/ Founder – SaaS Product</i>         | 2025/08-Present |
| <b>Fortune Cookie Technologies Inc.</b><br>• <b>Market Research:</b> Conducted market and competitive research, qualitatively coding 300+ Reddit threads to uncover unmet user needs and emerging behavior patterns, informing go-to-market strategy.<br>• <b>MVP Experiment:</b> Proposed and executed MVP experiments on Reddit, achieving an 8% click-through rate, well above typical organic Reddit engagement, validating user demand and refining target user segmentation.<br>• <b>Partnership Building:</b> Identified high-intent potential strategic partners through Reddit outreach and facilitated initial CEO-level meetings, contributing to early-stage partnership exploration.   | <i>Growth Product Manager Intern – FinTech Product</i> | 2024/11-2024/12 |
| <b>Zuoyebang Educational Technology (Beijing) Co., Ltd.</b><br>• <b>User Data Analysis:</b> Analyzed 50,000+ user interaction records using SQL to segment users and uncover behavior drivers, identifying math-related features as the primary engagement lever for core user cohorts.<br>• <b>Experimentation &amp; Optimization:</b> Designed and ran A/B tests on math-feature layouts composed by behavioral insights, increasing retention of targeted user segments by ~23% and contributing to overall product improvements and growth.<br>• <b>User Research:</b> Conducted 10+ product trials with international students and analyzed 1,000+ multilingual app reviews across 5 regions, identifying heavy reliance on academic writing and translation features based on user feedback, which informed feature optimization and new launches.<br>• <b>Community Operations:</b> Launched gamified learning challenges that increased Discord daily active users from 2,500 to 3,000 (+20%), significantly improving community engagement.  | <i>Product Manager Intern – EdTech Product</i>         | 2023/12-2024/02 |
| <b>EasyTransfer Co., Ltd.</b><br>• 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 |

## Research Experience

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| <b>HKUST</b><br>• 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.<br>• 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 dashboard to manage complex data evolution, synthesizing findings into compelling narratives and leadership-level insights on corporate ownership trends | <i>Research Assistant</i> | 2022/01-2025/09 |
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## Skills

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| • <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, Agile) |