

Zhijie Xiong

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EDUCATION

Columbia University

MA in Quantitative Methods in the Social Sciences

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.

RESEARCH EXPERIENCE

China Political Economy Database Project

HKUST | Advisor: Prof. LIN, Yi-Min

Jan 2022-Present

Hybrid

- Web-scraped and consolidated large-scale datasets on Chinese firms and industries using Python and VBA, standardized metadata, and performed entity resolution across heterogeneous sources to create a structured, searchable archive of 50+ topic collections.
- Built and maintained interactive filter-based dashboards to visualize large research datasets, enabling non-technical stakeholders to explore and interpret data insights efficiently, supporting policy-oriented research on China's political economy.

Face and Object Recognition in Autistic Individuals

HKUST- Attention Brain and Cognition Lab | Advisor: Prof. Hsiao, Janet

Oct 2024-Present

Hybrid

- Designed and programmed full experimental procedures, integrating EyeLink, PsychoPy, and Pupil Labs systems for synchronized multimodal data collection; cleaned, merged, and documented experiment data from 40+ participants to ensure accuracy and reproducibility.
- Conducted statistical analysis (ANOVA, regression) using R and Matlab to identify behavioral patterns and co-authored the manuscript currently in preparation for peer-reviewed publication.

Chinese Patriotic Sentiment Analysis on Weibo

HKUST | Advisor: Prof. ZHANG, Dong

Jan 2023-May 2023

Hong Kong

- Applied dual-axis coding frameworks to quantify nationalist sentiment and discourse patterns through 2,000+ Weibo posts regarding the 2012 Diaoyu Islands incident and US-China Trade War, transforming unstructured text into structured datasets for political communication research

WORK EXPERIENCE

IBM QMSS Practicum (Generative AI for HHS EPLC)

UX Team Manager

Sep 2025-Present

New York

- Led a 10-member team to conduct user research, journey mapping, and persona development, translated insights into user stories and product requirements, aligning with Agile sprint cycles and IBM leadership's roadmap priorities.
- Designed and refined UX/UI solutions supporting GenAI-assisted workflows, integrated with back-end tools, improving the task efficiency by 30%, presented outcomes and future optimization strategies to IBM mentors.

Omnigence.ai

Product Manager Intern

Aug 2025-Present

Remote

- Conducted user research and product benchmarking, engaging with clients to gather feedback and compare SaaS analytics tools to identify feature gaps and analytical usability challenges.
- Authored PRDs by defining and prioritizing key features, and coordinated UX and engineering teams to align technical implementation with user and data needs, enhancing overall analytical clarity and decision-making efficiency.

Fortune Cookie Technologies Inc.

Product Manager Intern

Nov 2024

Remote

- Designed and executed MVP experiments on Reddit across 300+ budgeting, tax, and investment threads, validating adoption barriers and informing product-market fit pivots within the product lifecycle.
- Analyzed conversion data to validate the acquisition-activation-conversion funnel, identified drop-off points, and iterated messaging and engagement strategies that informed community and product decisions with the CEO.

Zuoyebang Educational Technology (Beijing) Co., Ltd.

Product Manager Intern

Dec 2023-Feb 2024

Beijing

- Analyzed 50K+ user interactions using SQL and coordinated with engineering and DevOps teams to run A/B tests, uncovering key usability issues in chart recognition and photo capture; implemented feature fixes that improved user retention by 20% and contributed to the app reaching #1 in the U.S. educational category.

- Led 10+ structured trials with international students and synthesized 1K+ multilingual reviews to identify pain points such as essay writing and translation reliance, informing the feature roadmap and guiding multiple new features launches across the product lifecycle.
- Collaborated with the operations team to refine targeting and resource allocation across YouTube, Instagram, and Facebook, increasing user acquisition by 15% and ad ROI by 12%, while revitalizing a 3K-member community through localized engagement strategies.

SKILLS

Languages: English (Fluent), Chinese (Native)

Tools: Microsoft Office (Excel, PowerPoint, Word), Power BI, Azure, Figma, Jira, SQL, Python, Excel dashboards, VBA, R Studio, SPSS, STATA, Matlab, Java, C++