

XIONG Zhijie

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EDUCATION

Columbia University

MA in Quantitative Methods in the Social Sciences

New York

Expected Sep 2025-May 2026

The Hong Kong University of Science and Technology (HKUST)

BSc in Quantitative Social Analysis

Hong Kong

Sep 2021-July 2025

- **Relevant Courses:** Programming with C++, Data Mining, Quantitative Data Analysis for Social Research, etc.
- **Scholarship:** Admissions Scholarship of HKD 30,000 per academic year.

WORK EXPERIENCE

Fortune Cookie Technologies Inc.

Nov 2024

User Growth Intern

Remote

- Analyzed 300+ Reddit and forum discussions with qualitative coding, uncovering unmet user needs and behavioral patterns, and synthesized findings into clear reports that delivered actionable insights for product roadmap decisions.
- Facilitated direct feedback sessions between users and the CEO, ensuring product roadmap priorities were closely aligned with user needs and expectations.

Zuoyebang Educational Technology (Beijing) Co., Ltd.

Dec 2023-Feb 2024

User Operation Intern

Beijing

- Built data-driven user profiles by analyzing 50K+ user interactions with SQL and designing targeted A/B tests, which guided app iteration from version 1.9.10 to 2.1.3, including optimizing the positioning of Math functions in the interface, resulting in a 20% increase in user retention and supporting the app's rise to the #1 US educational app ranking.
- Categorized 1K+ multilingual app reviews across 5 regions and combined with user data analysis, which informed product feature improvements and guided ad strategy adjustments such as optimized placements in Southeast Asia, refined keyword targeting, and reallocated budgets, resulting in a 15% increase in regional user acquisition and a 12% improvement in ad ROI.
- Conducted product trials with 10+ international K-11 students, uncovering 3 critical learning pain points through task-based usability testing and informing feature improvements.
- Scaled Discord community DAU from 2.5K → 3K (+20%) by launching gamified study challenges and hosting expert AMAs, boosting user engagement.

EasyTransfer Co., Ltd.

Nov 2023-Feb 2024

Overseas Marketing Intern

Remote

- Researched tuition payment pain points for overseas Chinese students and designed Xiaohongshu campaigns targeting Hong Kong universities, increasing visibility within the target student group.
- Converted 12%+ of engaged prospects into private WeChat communities by offering tailored content and interactive Q&A sessions, enabling closer user management and retention.
- Delivered educational content and timely support within WeChat communities, which sustained a 18-25% conversion rate from active members to verified transfer users.

PeopleSearch Talent Service (Shanghai) Co., Ltd.

Mar 2023-Sep 2023

Recruitment Assistant Intern

Remote

- Collected and structured data on 500+ candidate profiles via LinkedIn and ATS systems, ensuring accurate and comprehensive records.
- Sourced and reached out to qualified candidates through LinkedIn searches and targeted outreach, supporting consultants in filling high-priority roles.

RESEARCH EXPERIENCE

China Political Economy Database Project
HKUST | Advisor: Prof. LIN, Yi-Min

Jan 2022-Present
Hybrid

- Compiled large-scale datasets on Chinese firms and industries, including 120K+ entries from Top 500 company rankings, FDI inflows, PPP projects, unicorn firms, SOE corruption cases, sanctions lists, and sectoral data on semiconductors, EVs, and green energy.
- Standardized metadata and performed entity matching across sources (Python, VBA), resolving naming inconsistencies and integrating records into a digital archive of 50+ topic collections.
- Delivered curated datasets and analytic briefs to support research on capital flows, corporate governance, and the interaction of geopolitics, ownership restructuring, and technological change.

Face and Object Recognition in Autistic Individuals
HKUST- Attention Brain and Cognition Lab | Advisor: Prof. Hsiao, Janet

Oct 2024-Present
Hybrid

- Conducted a comprehensive literature review on cognitive and visual processing in autistic individuals
- Designed and implemented experiments by integrating EyeLink, PsychoPy, and Pupil Labs eye-tracking systems.
- Recruited 40+ participants and coordinated with clinical partners at Shanghai Children's Hospital to collect multimodal behavioral data.
- Conducted statistical analysis (ANOVA, regression) and prepared manuscript for peer-reviewed publication (first-author in progress).

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

EXTRACURRICULAR

Triple Uni
Project Topic: Operates the joint tree-hole applet of HKU, CUHK, and HKUST

Feb 2024-Present

- Co-developed AI chatbot training dataset through thematic analysis of 1K+ student mental health conversations.
- Engineered partnership evaluation matrix to assess 15+ institutional collaborators.

HKUST × Sow Asia Social Entrepreneurship Competition
Project Topic: Short-Term Intervention Framework for HKSAR Cage Homes

Nor 2022-Jan 2023

- Conducted data-driven analysis of Hong Kong's housing crisis, designed a Web3-based community app to efficiently connect enterprises, governments, and residents while balancing demand and supply.
- Awarded the Top 4 and Judge Special Mention Prize.

Web3 Global Business Case Challenge
Project Topic: Strategy of Government Web3 and Metaverse Deployment

Oct 2022- Nov 2022

- Authored comparative policy analysis of Web3 regulatory frameworks (China vs. Western jurisdictions).
- Presented data-backed fintech development roadmap to PwC executives.
- Awarded the Championship.

SKILLS

Languages: English (Fluent), Chinese (Native)
Programming Languages: Python, C/C++, R, VBA, Java, SQL
Tools: Microsoft Word/Excel/PPT, Canva, Figma, Photoshop, Matlab, Power BI, R Studio, SPSS, STATA, Photoshop, Psychology, EyeLink, Pupil Labs, XLMiner