

# XIONG Zhijie

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## EDUCATION

### Columbia University

MA in Quantitative Methods in the Social Sciences

New York

Expected Sep 2025

### The Hong Kong University of Science and Technology (HKUST)

BSc in Quantitative Social Analysis

Hong Kong

Sep 2021-July 2025

- **Relevant Courses:** Computational Social Science, Data Mining, Quantitative Data Analysis for Social Research, Psychological Statistics and Methodology, etc.
- **Scholarship:** Admissions Scholarship of HKD 30,000 per academic year.

## RESEARCH EXPERIENCE

### FDI Evolution in Hong Kong and Mainland China

HKUST | Advisor: Prof. LIN, Yi-Min

Jun 2025-Present

Remote

- Compiled 40+ years of primary-source FDI records (HK/Mainland) and China's unicorn registry, analyzing capital-innovation interdependencies.

### Face and Object Recognition in Autistic Individuals

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

Oct 2024-Present

Hybrid

- Designed novel face recognition experiments based on a comprehensive literature review and implemented them using integrated EyeLink, PsychoPy, and Pupil Labs eye-tracking systems.
- Designed and executed data collection framework: recruited 15+ campus experimenters and coordinated with Shanghai Children Hospital for clinical data acquisition.
- Performed statistical analysis (ANOVA/regression) on multimodal behavioral datasets.
- Preparing manuscript for peer-reviewed publication.

### Corporate China: Structure and Change

HKUST | Advisor: Prof. LIN, Yi-Min

Jan 2022-Jun 2025

Hong Kong

- **Data Collection:** Compiled over 120,000 data points from five different Top 500 Chinese company lists.
- **Data Visualization:** Utilized the VBA and Python to conduct entity matching between different lists using different names for the same companies.
- **Data Analysis:** Analyzed key factors influencing ranking positions and discrepancies across lists.

### 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.

## WORK EXPERIENCE

### Fortune Cookie Technologies Inc.

Product Management Intern

Nov 2024

Remote

- Executed qualitative analysis of 300+ user discussions (Reddit) using thematic coding to identify unmet needs and behavioral patterns.
- Synthesized market research insights into structured reports to inform strategic decisions.

### Zuoyebang Educational Technology (Beijing) Co., Ltd.

User Operation Intern

Dec 2023-Feb 2024

Beijing

- Developed data-driven user profiles through analysis of 50K+ user interactions, supporting the app becoming the #1 US educational app ranking.
- Designed and implemented 3 A/B tests measuring feature efficacy, contributing to 20% retention increase.
- Systematically categorized 1K+ multilingual app reviews across 5 regions for trend analysis.

### PeopleSearch Talent Service (Shanghai) Co., Ltd.

Recruitment Assistant Intern

Mar 2023-Sep 2023

Remote

- Optimized data organization for 500+ candidate profiles using LinkedIn and ATS platforms.

## EXTRACURRICULAR

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### Triple Uni Cross-Campus Initiative

Feb 2024-Present

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

- 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

Nor 2022-Jan 2023

*Project Topic: Short-Term Intervention Framework for HKSAR Cage Homes*

- 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

Oct 2022- Nov 2022

*Project Topic: Strategy of Government Web3 and Metaverse Deployment*

- 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

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**Languages:** English (GRE:153+170+3.5), Chinese (Native)

**Programming Languages:** Python, C/C++, R, VBA, Java

**Tools:** R Studio, SPSS, STATA, Matlab, Psychopy, EyeLink, Pupil Labs