

# 熊芷婕

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## 教育背景

哥伦比亚大学	2025/09-至今
硕士: 定量社会科学研究方法 (QMSS), 数据科学方向	纽约
香港科技大学	2021/09-2025/06
理学士: 定量社会数据分析	香港

• 成绩奖项: 入学奖学金 (HKD 30,000 每学年, 为入学面试优秀者颁发, 每年成绩达标者可续)

## 工作经历

IBM QMSS 实习项目 (HHS EPLC 生成式人工智能项目)	产品经理 - ToG 产品	2025/09-至今
• 跨组管理: 协调五个职能组并直接管理 20 人团队, 制定任务分配与进度计划, 主持例会解决沟通障碍, 确保五十人规模项目高效推进。		
OmniGenie.ai	产品经理实习 - SaaS 产品	2025/08-至今
• 需求分析: 直接对接澳门一家中小型建筑企业, 与公司老板及会计双线访谈, 深入分析其报价、记账、报销与报表流程中的痛点与人工成本; 并基于此进行针对性的市场研究与竞品分析, 以评估市场现状、验证解决方案的可行性, 为制定具有竞争优势的产品优化策略提供核心洞察。		
Fortune Cookie 科技有限公司	产品经理实习 - FinTech 产品	2024/11
• 市场研究: 开展市场与竞品分析, 并对 300 多篇 Reddit 讨论进行定性编码, 识别出来满足的用户需求及新兴行为模式, 为产品路线图的优先级排序提供依据。		
作业帮教育科技有限公司	产品经理实习 - EdTech 产品	2023/12-2024/02
• 用户数据分析: 运用 SQL 分析 5 万+用户交互数据, 构建数据驱动型用户画像; 识别关键行为模式, 例如数学功能为最常用的功能, 设计并执行精准 A/B 测试以优化数学功能布局, 成功提升用户留存率 20%, 助力产品跃居美国教育类应用榜首。		
易思汇科技有限公司	海外市场营销实习 - FinTech 产品	2023/11-2024/02
• 通过小红书平台制作并发布针对海外华裔学生的内容, 吸引潜在客户进入私域社群, 通过私域运营实现 18% 的持续用户转化率。		

## 课外活动

Triple Uni (港三校联合树洞-微信小程序)	产品运营 & 商务拓展	2024/02-2025/09
• 组织策划面向港三校学生的活动与品牌合作, 基于用户数据优化内容与增长策略, 在三个月内实现日活增长 50%、创收 8,000+ 港币, 使产品成为大陆学生校园生活中高频使用的社交与信息平台。		
今日实习 (实习信息汇总微信公众号)	内容运营	2023/10-2024/06
• 搜集并分类实习信息、回复读者留言并分析阅读与互动数据, 策划并组织找工经验分享活动, 实现粉丝增长 25% (3W→4W)。		

## 研究经历

香港科技大学	研究助理 (多项科研项目)	2022-至今
• 数据收集与分析: 采集并分析眼动追踪数据, 研究自闭症个体在物体识别与社会认知中的差异; 对 2,000+ 条微博评论进行情感分类分析; 整合并处理来自五个中国 500 强榜单的 12 万+ 企业数据, 使用 Python 与 VBA 完成数据清洗与比对。		

## 技能

- 语言: 英语 (流利), 普通话 (母语), 广东话 (基本)
- 技能: 编程 (Python、C++、VBA、Java、MATLAB), 数据分析 (STATA、R、SPSS、SQL、Power BI、Excel), 产品设计 (Azure、Figma)

# Zhijie Xiong

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## Education

<b>Columbia University</b> <i>MA in Quantitative Methods in the Social Sciences (QMSS), Focus in Data Science (GPA: 4.0/4.3)</i>	2025/09-2026/06 New York
<b>Hong Kong University of Science and Technology</b> <i>BSc in Quantitative Social Analysis</i>	2021/09-2025/06 Hong Kong

## Work Experience

<b>IBM QMSS Practicum (Generative AI for HHS EPLC)</b>	<i>Product Owner- AI-RAG Product</i>	2025/09-2025/12
• <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.		
• <b>MVP Scoping &amp; Prioritization:</b> Evaluated technical constraints and delivery timelines, prioritizing from broad feature concepts to an MVP focused on AI chatbot and document generation.		
• <b>Cross-functional Leadership:</b> Led cross-functional collaboration across 5 teams (UX, AI, data, domain, evaluation) and ensured stakeholder alignment through weekly mentor reviews.		
• <b>Execution &amp; Impact:</b> Designed core UX flows, implemented key frontend components, and refined prompts and retrieval logic, resulting in a 30% reduction in manual documentation effort and a 4.6/5.0 user satisfaction score across 30+ user trials.		
<b>Omnigence.ai</b>	<i>Product Manager/ Founder – SaaS Product</i>	2025/08-Present
• <b>Stakeholder &amp; Customer Discovery:</b> Engaged directly with Macau-based clients to clarify business requirements and operational pain points, synthesizing feedback into clear product insights to support solution design.		
• <b>Market &amp; Use Case Analysis:</b> Conducted user interviews and market research to identify concrete use cases, validating overlaps between client-specific needs and broader market pain points to inform scalable product decisions.		
• <b>Competitive &amp; Strategic Analysis:</b> Performed competitive analysis to assess existing market solutions, identifying unmet needs and differentiation opportunities that informed feature prioritization and product scope.		
• <b>Product Definition &amp; Cross-functional Alignment:</b> Defined product functional scope and authored PRDs to translate requirements into actionable specifications, aligning engineering and business teams through regular syncs to track progress and ensure on-time delivery.		
<b>Fortune Cookie Technologies Inc.</b>	<i>Growth Product Manager Intern – FinTech Product</i>	2024/11-2024/12
• <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.		
• <b>MVP Experiment:</b> Designed 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.		
• <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.		
<b>Zuoyebang Educational Technology (Beijing) Co., Ltd.</b>	<i>Product Manager Intern – EdTech Product</i>	2023/12-2024/02
• <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.		
• <b>Experimentation &amp; Optimization:</b> Designed and ran A/B tests on math-feature layouts informed by behavioral insights, increasing retention of targeted user segments by ~23% and contributing to overall product growth.		
• <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, which informed feature optimization and new launches.		
• <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.		
<b>EasyTransfer Co., Ltd.</b>	<i>Product Marketing Intern – FinTech Product</i>	2023/11-2024/02
• 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.		

## Extracurricular

<b>Triple Uni (WeChat Mini Program)</b>	<i>Product Operation &amp; Business Development</i>	2024/02-2025/09
• Scaled a student-facing anonymous social and information platform ("campus forum") serving three Hong Kong universities by leading campus partnerships and expanding on-campus acquisition channels.		

## 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 (Microsoft Office Suite, Jira)
- **Professional Skills:** Product Management, Marketing, Analytical Skills, Planning Skills, Follow-up Skills

