

Zhijie Xiong

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Education

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

Work Experience

IBM QMSS Practicum (Generative AI for HHS EPLC) • Product Strategy & Vision: Defined product strategy for an AI-powered documentation assistant, aligning business goals with user needs by identifying inefficiencies in IBM consultants' EPLC workflows and establishing vision to reduce manual effort through ML-driven automation. • Backlog Prioritization: Evaluated technical constraints of ML models and data pipelines, anticipated product delivery risks, and prioritized product backlog from broad feature concepts to MVP scope, ensuring roadmap alignment and on-time launch with quality exceeding stakeholder expectations. • Cross-functional Leadership: Led agile collaboration across 5 cross-functional teams (UX/UI, AI/data science, domain, evaluation) through sprint planning and iterative delivery, facilitating weekly stakeholder reviews to ensure alignment on product vision and progress. • Developed core mockups and wireframes in Figma, implemented key frontend components, collaborated on APIs 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
Omnigence.ai • Customer Journey & Requirements Discovery: Engaged directly with Macau-based clients to identify user 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. • Competitive Analysis & Product Strategy: Performed competitive research to evaluate existing solutions, identifying market gaps and differentiation opportunities that informed data-driven backlog prioritization and product positioning strategy. • Requirements Translation & Documentation: Authored product specs and integration guides translating complex business requirements into technical specifications and user stories, establishing UX reviews with UX/UI designers to guide engineering teams through strong written and verbal communication, showing communication skills. • End-to-End Ownership: Facilitated weekly cross-functional syncs across engineering, design, and business teams using agile methodologies, tracking product progress and ensuring on-time delivery throughout the end-to-end enterprise product development life cycle.	<i>Product Manager/Co-Founder – SaaS Product</i>	2025/08-Present
Fortune Cookie Technologies Inc. • Market Analysis: Conducted competitive and user research, qualitatively coding 300+ Reddit threads using data analytics to uncover unmet product needs and emerging behavior patterns, informing go-to-market execution and product positioning. • MVP Experiment: Proposed and executed MVP experiments achieving 8% CTR (above organic benchmarks), validating user demand through product analytics and refining target segmentation to align with product roadmap priorities. • Partnership Building: Identified high-intent strategic partners through user research and outreach, facilitating CEO-level stakeholder meetings to support go-to-market strategy and early-stage partnership exploration.	<i>Growth Product Manager Intern – FinTech Product</i>	2024/11-2024/12
Zuoyebang Educational Technology (Beijing) Co., Ltd. • User Data Analysis: Analyzed 50,000+ user interaction records using SQL and data visualization tools to segment users and uncover behavior drivers, identifying math features as primary engagement levers through data-informed insights. • Experimentation & Optimization: Designed and executed A/B tests on feature layouts using behavioral analytics, increasing retention by ~23% through iterative delivery and continuous product improvements informed by user feedback and KPIs. • User Research: Conducted 10+ product trials with international students and analyzed 1,000+ multilingual reviews across 5 regions, translating user insights into product features optimizations and roadmap additions to enhance user experience and usability. • Community Engagement & Growth: Launched gamified learning initiatives increasing Discord DAU by 20% (2,500→3,000), monitoring performance through analytics tools and iterating based on user engagement data.	<i>Product Manager Intern – EdTech Product</i>	2023/12-2024/02
EasyTransfer Co., Ltd. • User Acquisition & Funnel Optimization: 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

Extracurricular

Triple Uni (WeChat Mini Program) • Product Growth & Marketing Operations: Led growth initiatives for a student-facing anonymous campus forum across three Hong Kong universities by designing and launching recurring in-app engagement campaigns, analyzing campaign performance, and driving a ~50% increase in DAU within three months. • Monetization & Platform Health: Engaged and evaluated potential advertising partners, and defined and managed ad-to-content ratios to balance revenue generation with user experience, contributing to HKD 8,000+ in advertising revenue while sustaining user growth and engagement.	<i>Product Operation & Business Development</i>	2024/02-2025/09
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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)