Zhijie Xiong

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Education

Columbia University	2025/09-2026/06
MA in Quantitative Methods in the Social Sciences (QMSS), Focus in Data Science (**GPA:** 4.0/4.3)	*New York*

- **Relevant Courses:** Projects in Advanced Machine Learning, Natural Language Processing

Hong Kong University of Science and Technology	2021/09-2025/06
BSc in Quantitative Social Analysis	*Hong Kong*

- **Relevant Courses:** Data Mining for Business Analytics, Applied Statistics, Programming with C++

Work Experience

IBM QMSS Practicum (Generative AI for HHS EPLC)   *Product Owner- AI-RAG Product*   *2025/09-2025/12*

- **User problem & Product Vision:** Identified inefficiencies in IBM consultants' EPLC documentation workflows and defined the product vision for an AI assistant to reduce manual effort.
- **MVP Scoping & Prioritization:** Evaluated technical constraints and delivery timelines, prioritizing from broad feature concepts to an MVP focused on AI chatbot and document generation.
- **Cross-functional Leadership:** Led cross-functional collaboration across 5 teams (UX, AI, data, domain, evaluation) and aligned stakeholders through weekly mentor reviews.
- **Execution & Impact:** 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.

Omnigence.ai   *Product Manager/ Founder – SaaS Product*   2025/08-Present

- **Problem Discovery & Market Research:** Conducted in-depth interviews with SMB owners and accountants to identify high-cost, repetitive financial workflows, and validated opportunity through competitive and market analysis.
- **Product Direction & Pivot:** Drove a strategic pivot from a highly customized B2B financial system to a scalable spreadsheet automation tool after identifying prohibitive implementation cost, enabling faster MVP delivery for high-frequency, self-serve use cases.
- **Feature Scoping & UX Validation:** Synthesized user needs and competitive insights into a focused MVP, combining form generation and merging into a unified capability, and validated end-to-end workflows through low-fidelity prototypes.
- **Execution & Current Status:** Partnered with frontend and backend engineers to deliver a working frontend prototype, with backend integration underway to support upcoming user testing.

Fortune Cookie Technologies Inc.   *Product Manager Intern – FinTech Product*   2024/11-2024/12

- **Market Research:** Conducted market and competitive research, qualitatively coding 300+ Reddit threads to uncover unmet user needs and emerging behavior patterns, informing product roadmap prioritization.
- **MVP Experiment:** 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.
- **Partnership Building:** Identified high-intent potential strategic partners through Reddit outreach and facilitated initial CEO-level meetings, contributing to early-stage partnership exploration.

Zuoyebang Educational Technology (Beijing) Co., Ltd.   *Product Manager Intern – EdTech Product*   2023/12-2024/02

- **User Data Analysis:** 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.
- **Experimentation & Optimization:** 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.
- **User Research:** 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.
- **Community Operations:** Launched gamified learning challenges that increased Discord daily active users from 2,500 to 3,000 (+20%), significantly improving community engagement.

EasyTransfer Co., Ltd.   *Product Marketing Intern – FinTech Product*   2023/11-2024/02

- Led content-based user acquisition on Xiaohongshu for a FinTech product serving overseas Chinese students, analyzing engagement and conversion behavior to optimize the private-domain funnel, resulting in an 18% sustained conversion rate.

Extracurricular

Triple Uni (WeChat Mini Program)   *Product Operation & Business Development*   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.
- Analyzed user engagement data to optimize content strategy and growth initiatives, driving a 50% increase in daily active users and HKD 8,000+ in revenue within three months, establishing the product as a high-frequency platform among Mainland students across the three universities.

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)