

XIONG Zhijie

(+1) 407-517-8818 | zx2556@columbia.edu

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:** 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.

WORK EXPERIENCE

Fortune Cookie Technologies Inc.

Nov 2024

Product Management Intern

Remote

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

Zuoyebang Educational Technology (Beijing) Co., Ltd.

Dec 2023-Feb 2024

User Operation Intern

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.
- Directed 4+ product trials with 10+ K-11 international students, uncovering 3 critical learning pain points through task-based usability testing.
- Scaled Discord community from 2.5K→3K DAU (+20%) through gamified study challenges and expert AMAs.

EasyTransfer Co., Ltd.

Nov 2023-Feb 2024

Overseas Marketing Intern

Remote

- Leveraged Xiaohongshu (RED) to target Hong Kong university students with compelling content on pain points of overseas tuition transfers and low-fee solutions.
- Migrated 12%+ engaged prospects into dedicated WeChat private communities.
- Nurtured trust through educational content and responsive support, achieving a consistent 18-25% conversion rate from active community members to verified users initiating transfers .

PeopleSearch Talent Service (Shanghai) Co., Ltd.

Mar 2023-Sep 2023

Recruitment Assistant Intern

Remote

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

RESEARCH EXPERIENCE

FDI Evolution in Hong Kong and Mainland China

Jun 2025-Present

HKUST | Advisor: Prof. LIN, Yi-Min

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

Oct 2024-Present

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

Hybrid

- Conducted comprehensive literature review and developed experimental programs using EyeLink, PsychoPy, and Pupil Labs eye-tracker.
- 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 (first-author in progress).

Corporate China: Structure and Change

HKUST | Advisor: Prof. LIN, Yi-Min

Jan 2022-Jun 2025

Hong Kong

- **Data Collection:** Collected 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.

EXTRACURRICULAR

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

Languages: English (Fluent), Chinese (Native)

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

Tools: Power BI, R Studio, SPSS, STATA, Photoshop, Psychopy, EyeLink, Pupil Labs, XLMiner