

Zhijie Xiong

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EDUCATION

Columbia University

MA in Quantitative Methods in the Social Sciences (QMSS), Focus in Data Science

Sep 2025–Present

New York

The Hong Kong University of Science and Technology (HKUST)

BSc in Quantitative Social Analysis

Sep 2021–July 2025

Hong Kong

- **Scholarship:** Admissions Scholarship of HKD 30,000 per academic year.

WORK EXPERIENCE

IBM QMSS Practicum (Generative AI for HHS EPLC)

Sep 2025–Present

UX Team Manager

New York

- Led a 10-member cross-functional team to conduct comprehensive user research (personas, journey maps), uncovering 6 key pain points in IT project managers' workflows.
- Defined GenAI-assisted workflows and delivered interactive prototypes that improved task efficiency by an estimated 30%, integrating UX with backend (LangChain, LlamaIndex) for presentation to IBM leadership.

Omnigence.ai

Aug 2025–Present

Product Manager Intern

Remote

- Delivered an AI-powered financial workflow solution for a Macau construction SME by benchmarking SaaS competitors and authoring PRD to align UX & engineering teams; the product streamlined quotation, invoicing, and reporting processes, improving reporting efficiency by 25% and enhancing cross-team transparency.

Fortune Cookie Technologies Inc.

Nov 2024

Product Manager Intern - Growth

Remote

- Led competitive analysis of financial tools, benchmarking features and adoption tactics to define WeFIRE's differentiation strategy.
- Designed and executed MVP experiments on Reddit across 300+ budgeting/tax/investment threads, validated adoption barriers (trust & privacy), and directly shaped product-market fit pivots and roadmap adjustments.
- Validated acquisition → activation → conversion funnel by tracking trial-link click-throughs from private chats, iterating messaging and targeting to optimize engagement.
- Facilitated partnership discussions between highly engaged users and CEO that shaped community and product strategy.

Zuoyebang Educational Technology (Beijing) Co., Ltd.

Dec 2023–Feb 2024

Product Manager Intern

Beijing

- Improved user retention by 20% by analyzing 50K+ interactions using SQL and leading A/B tests; uncovered high error rates in chart recognition and screen-captured photos, leading to feature enhancements, contributing to the app's rise to #1 in the U.S. educational category.
- Informed feature roadmap by organizing 10+ structured trials with international students and synthesizing 1K+ multilingual reviews, uncovering pain points such as essay writing and reliance on translation, which directly guided multiple new feature launches.
- Increased user acquisition by 15% and ad ROI by 12% by collaborating with the ad team to refine campaign targeting and reallocate budgets across YouTube, Instagram, and Facebook.
- Boosted engagement rate from 0.1% to 0.5% within a 3K-member community by using seeding strategies and localized engagement (e.g., student life topics, exam-timed events), revived previously inactive community into daily discussions.

EasyTransfer Co., Ltd.

Nov 2023–Feb 2024

Overseas Marketing Intern

Remote

- Published Xiaohongshu posts targeting overseas Chinese students, attracting prospects into WeChat communities and converting 12%+ into verified transfer users (18–25% sustained conversion).

EXTRACURRICULAR

Triple Uni

Feb 2024–Aug 2025

Triple Uni is the joint tree-hole WeChat Mini Program for HKU, CUHK, and HKUST students.

- Scaled DAU by 50% and generated HKD 8,000+ in 3 months through localized campaigns and external partnerships.

RESEARCH EXPERIENCE

Selected Research Projects

2022–2025

Research Assistant

Hybrid

- Built and standardized a 120K+ record database of Chinese firms and policies using Python & VBA, transforming fragmented datasets into a structured digital archive for benchmarking and analysis.
- Designed and iteratively tested eye-movement experiments with 40+ participants, improving usability and task flow.

SKILLS

Tools: Microsoft Office (Excel, PowerPoint, Word), Power BI, Figma, Jira, SQL, Python, Excel dashboards, VBA, R Studio, SPSS, STATA, Matlab

Languages: English (Fluent), Chinese (Native)