

# 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</i> - <b>Relevant Courses:</b> Projects in Advanced Machine Learning, Natural Language Processing	Sep 2025–Present New York
<b>The Hong Kong University of Science and Technology (HKUST)</b> <i>BSc in Quantitative Social Analysis</i> - <b>Scholarship:</b> Admissions Scholarship of HKD 30,000 per academic year. - <b>Relevant Courses:</b> Exploring and Visualizing Data, Data Mining for Business Analytics, Business Data Analytics, Applied Statistics	Sep 2021–July 2025 Hong Kong

## WORK EXPERIENCE

<b>IBM QMSS Practicum (Generative AI for HHS EPLC)</b> <i>UX and App Development Team Lead - ToG Product</i> - Led five functional teams and managed 20 direct reports, streamlining collaboration and accelerating progress across a 50-member cross-functional project. - Conducted end-to-end user research and UX design, developing User Stories, Journey Maps, and interactive Figma prototypes that enhanced usability and technical feasibility. - Collaborated with AI, data, and evaluation teams to define model APIs and workflow logic, documented dependencies, and implemented testing protocols to ensure system reliability and scalability. - Delivered a validated GenAI prototype that boosted documentation efficiency by 30%+, earning recognition from IBM Consulting senior leadership.	Sep 2025–Present New York
<b>Omnigence.ai</b> <i>Founder/Product Manager - SaaS Product</i> - Conducted dual stakeholder interviews with a construction company owner and accountant in Macau to analyze pain points and labor costs in quoting, bookkeeping, reimbursement, and reporting processes; validated findings and shaped product strategy through targeted market and competitor analysis - Architected an automated, end-to-end financial workflow, integrating LLM-driven generation and auditing features. Delivered user flows, prototypes in Figma, and a comprehensive PRD to ensure clear alignment across all teams. - Drove project execution by managing the development roadmap, tracking progress, and proactively resolving blockers through weekly syncs. Coordinated cross-functional teams to accelerate delivery, improving project efficiency by 50% and significantly reducing time-to-market.	Aug 2025–Present Remote
<b>Fortune Cookie Technologies Inc.</b> <i>Product Manager Intern - Fintech Product</i> - Led market research and competitive benchmarking of financial tools to identify feature gaps and refine the product-market-fit and shape the go-to-market strategy. - Designed and executed MVP experiments on Reddit, analyzing click-through rates to validate user demand and refine target audience segmentation. - Identified and initiated contact with a strategic partner, arranging a CEO meeting to advance collaboration discussions and shape product strategy.	Nov 2024 Remote
<b>Zuoyebang Educational Technology (Beijing) Co., Ltd.</b> <i>Product Manager Intern - EdTech Product</i> - Researched and modeled user behavior by analyzing 50,000+ interactions using SQL; developed and tested hypotheses through A/B testing, resulting in a validated 20% uplift in a key metric (user retention). - Organized 10+ trial sessions with international students and analyzed 1,000+ multilingual app reviews across 5 regions, pinpointing key pain points in essay writing and translation to guide new feature development. - Boosted Discord community engagement through gamified learning challenges, increasing daily active users from 2,500 to 3,000 (20% growth).	Dec 2023–Feb 2024 Beijing
<b>EasyTransfer Co., Ltd.</b> <i>Overseas Marketing Intern - FinTech Product</i> - Created and published content on Xiaohongshu targeting overseas Chinese students, attracting prospects into private communities and achieving a sustained 18% user conversion rate through private channel engagement.	Nov 2023–Feb 2024 Remote

## RESEARCH EXPERIENCE

<b>HKUST</b> <i>Research Assistant (Multiple Projects)</i> - <b>Data Processing:</b> Processed and analyzed 120K+ corporate records using Python and VBA; engineered entity-matching algorithms with >95% precision; visualized trends with Power BI to support academic reporting. - <b>Sentiment Analysis:</b> Conducted sentiment and topic modeling on 2K+ social media posts; Identified key correlation between patriotism and rationality. - <b>K-means Clustering:</b> Leveraged K-means clustering for spatial analysis to identify significant gaps in public toilet distribution across	2022–Present Hybrid
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- Hong Kong's hiking trails and parks; presented data-driven recommendations to the local government, informing public facility planning and resource allocation.
- Authored research reports, with one manuscript in preparation for a cognitive science conference.

EXTRACURRICULAR

<b>Triple Uni (WeChat Mini Program)</b> <i>Product Operation &amp; Business Development</i> <ul style="list-style-type: none"><li>- Spearheaded user acquisition and engagement by orchestrating campus-specific events and brand partnerships for students from three top Hong Kong universities, scaled DAU by 50% and generated HKD 8,000+ in 3 months.</li></ul>	Feb 2024-Sep 2025 <i>Hong Kong</i>
<b>InternshipToday (WeChat Official Account)</b> <i>Content Operation</i> <ul style="list-style-type: none"><li>- Achieved a 25% follower growth (from 30K to 40K) by implementing a data-driven content strategy: curating internship opportunities, hosting job-seeking sessions, and optimizing engagement based on metric analysis.</li></ul>	Oct 2023-Jun 2024 <i>Remote</i>

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 (Jira)