

# Zhijie Xiong

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## Education

### Columbia University

MA in Quantitative Methods in the Social Sciences (QMSS), Focus in Data Science (GPA: 4.0/4.3)

2025/09-2026/06

New York

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

### Hong Kong University of Science and Technology

BSc in Quantitative Social Analysis

2021/09-2025/06

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

- **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.

### Omnigence.ai

Product Manager/Co-Founder – SaaS Product

2025/08-Present

- **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.

### Fortune Cookie Technologies Inc.

Growth Product Manager Intern – FinTech Product

2024/11-2024/12

- **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.

### 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 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.

### EasyTransfer Co., Ltd.

Product Marketing Intern – FinTech Product

2023/11-2024/02

- **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.

## Extracurricular

### Triple Uni (WeChat Mini Program)

Product Operation & Business Development

2024/02-2025/09

- **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.

## 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)