熊芷婕

(+1) 407-517-8818 | zx2556@columbia.edu |LinkedIn: Zhijie Xiong

教育背景

哥伦比亚大学	2025/09-至今
硕士：定量社会科学研究方法（QMSS），数据科学方向	*纽约*
香港科技大学	2021/09-2025/06
理学士：定量社会数据分析	*香港*

- 成绩奖项：入学奖学金 （HKD 30,000 每学年，为入学面试优秀者颁发，每年成绩达标者可续）

工作经历

IBM QMSS 实习项目（HHS EPLC 生成式人工智能项目）　　*产品负责人 - ToG 产品*　　2025/09-至今
- **跨组管理：** 协调五个职能组并直接管理 20 人团队，制定任务分配与进度计划，主持例会解决沟通障碍，确保五十人规模项目高效推进。
- **需求与设计：** 组织用户研究与需求分析，编写 User Story 与 Conversation Script，绘制 User Journey Map 和 UX Workflow，并使用 Figma 设计高保真交互原型，明确系统功能目标与交互逻辑，确保设计方案具备可实现性并满足用户体验预期。
- **技术与实现：** 对接 GenAI 与 Data 组定义模型接口与调用逻辑，编制依赖文档与约束说明，确保 AI 模型功能与系统架构对齐；联合 Evaluation 组制定测试标准与验收流程，组织多轮测试与演示，推动功能优化与落地。
- **成果验证：** 成功交付可运行原型并通过客户验证，文档自动生成效率提升约 30%+，项目成果获得 IBM Consulting 高层认可。

Omnigence.ai　　*产品经理实习 – SaaS 产品*　　2025/08-至今
- **需求分析：** 直接对接澳门一家中小型建筑企业，与公司老板及会计双线访谈，深入分析其报价、记账、报销与报表流程中的痛点与人工成本；并基于此进行针对性的市场研究与竞品分析，以评估市场现状、验证解决方案的可行性，为制定具有竞争优势的产品优化策略提供核心洞察。
- **产品设计：** 设计端到端财务业务流程架并设计自动化方案，提出 LLM 驱动的自动生成与审核功能；使用 Figma 绘制用户流程图、用例图与原型，撰写包含功能描述、数据流与异常处理逻辑的 PRD 文档，确保 UX、前后端团队清晰理解产品定位与实现路径。
- **项目管理：** 制定功能开发排期与里程碑计划，运用项目管理系统配置需求工作流，并主持周例会以跟踪任务进度，主动识别并化解开发障碍，协调前后端团队按期交付，使项目推进效率提升 50%，需求落地时间大大缩短。
- **测试迭代：** 安排客户侧测试与反馈会议，收集实际使用问题，根据客户反馈和业务优先级持续优化解决方案。
- **阶段成果：** 已交付包含报价、开票与报表模块的可运行原型，完成客户试用与反馈收集，验证产品在中小企业财务流程中的自动化可行性与市场潜力。

Fortune Cookie 科技有限公司　　*产品经理实习 – FinTech 产品*　　2024/11
- **市场研究：** 开展市场与竞品分析，并对 300 多篇 Reddit 讨论进行定性编码，，识别出未满足的用户需求及新兴行为模式，为产品路线图的优先级排序提供依据。
- **MVP 实验：** 在 Reddit 平台设计并执行最小可行产品（MVP）实验，通过分析点击率数据验证用户需求，推动目标用户群体调整。
- **建立合作：** 在市场调研中识别潜在合作伙伴，促成其与首席执行官会面，推动合作洽谈并为产品战略提供决策依据。

作业帮教育科技有限公司　　*产品经理实习 – EdTech 产品*　　2023/12-2024/02
- **用户数据分析：** 运用 SQL 分析 5 万+用户交互数据，构建数据驱动型用户画像；识别关键行为模式，例如数学功能为最常用的功能，设计并执行精准 A/B 测试以优化数学功能布局，成功提升用户留存率 20%，助力产品跃居美国教育类应用榜首。
- **用户调研：** 通过组织 10 余次国际学生的产品试用，处理并分析了覆盖 5 个地区、超过 1000 条的多语言应用评论，精准定位论文写作与翻译依赖等用户痛点，为功能优化提供决策依据，支持产品生命周期内多个新功能上线。
- **社群运营：** 通过推出游戏化学习挑战等活动，将 Discord 社区日活跃用户从 2500 提升至 3000（增长 20%），显著提升用户参与度。

易思汇科技有限公司　　*海外市场营销实习 – FinTech 产品*　　2023/11-2024/02
- 通过小红书平台制作并发布针对海外华裔学生的内容，吸引潜在客户进入私域社群，通过私域运营实现 18%的持续用户转化率。

课外活动

Triple Uni (港三校联合树洞-微信小程序)　　*产品运营 & 商务拓展*　　2024/02-2025/09
- 组织策划面向港三校学生的活动与品牌合作，基于用户数据优化内容与增长策略，在三个月内实现日活增长 50%、创收 8,000+ 港币，使产品成为大陆学生校园生活中高频使用的社交与信息平台。

今日实习（实习信息汇总微信公众号）　　*内容运营*　　2023/10-2024/06
- 搜集并分类实习信息、回复读者留言并分析阅读与互动数据，策划并组织找工经验分享活动，实现粉丝增长 25%（3W→4W）。

研究经历

香港科技大学　　*研究助理（多项科研项目）*　　2022-至今
- **数据收集与分析：** 采集并分析眼动追踪数据，研究自闭症个体在物体识别与社会认知中的差异；对 2,000+ 条微博评论进行情感分类分析；整合并处理来自五个中国 500 强榜单的 12 万+ 企业数据，使用 Python 与 VBA 完成数据清洗与比对。
- **研究发现与洞察：** 识别 ASD 个体的行为与认知模式，揭示网络舆论中爱国与理性表达的关系特征，并分析中国企业排名体系的结构差异。
- **研究成果：** 参与撰写研究报告与论文，目前正基于实验结果撰写论文，计划投稿至国际认知科学领域期刊。

技能

- **语言**：英语（流利），普通话（母语），广东话（基本）
- **技能**：编程（Python、C++、VBA、Java、MATLAB），数据分析（STATA、R、SPSS、SQL、Power BI、Excel），产品设计（Azure、Figma）

Zhijie Xiong

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EDUCATION

Columbia University   Sep 2025-Present
MA in Quantitative Methods in the Social Sciences (QMSS), Focus in Data Science   *New York*

The Hong Kong University of Science and Technology (HKUST)   Sep 2021-July 2025
BSc in Quantitative Social Analysis   *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 and App Development Team Lead - ToG Product   *New York*
- 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.

Omnigence.ai   Aug 2025–Present
Product Manager Intern - SaaS Product   *Remote*
- 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.

Fortune Cookie Technologies Inc.   Nov 2024
Product Manager Intern - Fintech Product   *Remote*
- Led market research and competitive benchmarking of financial tools to identify feature gaps and shape WeFIRE's product positioning and 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.

Zuoyebang Educational Technology (Beijing) Co., Ltd.   Dec 2023-Feb 2024
Product Manager Intern - EdTech Product   *Beijing*
- Analyzed 50,000+ user interactions using SQL to build data-driven user profiles; identified key patterns (e.g., math as the most-used feature) and led A/B tests that optimized feature layout, boosting user retention by 20% and helping the app rank #1 in the U.S. education category.
- 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).

EasyTransfer Co., Ltd.   Nov 2023–Feb 2024
Overseas Marketing Intern - FinTech Product   *Remote*
- 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.

EXTRACURRICULAR

Triple Uni (WeChat Mini Program)   Feb 2024-Sep 2025
Product Operation & Business Development   *Hong Kong*
- 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.

InternshipToday (WeChat Official Account)   Oct 2023-Jun 2024
Content Operation   *Remote*
- 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.

RESEARCH EXPERIENCE

HKUST 2022-Present

Research Assistant (Multiple Projects) *Hybrid*

- Collected and analyzed eye-tracking data to study behavioral differences in individuals with autism; Performed sentiment classification on 2,000+ social media comments; Processed 120,000+ corporate records using Python and VBA for data cleaning and entity matching.
- Authored and co-authored research reports, with one manuscript in preparation for submission to the cognitive science conference.

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)