

# Xiaofeng (Ferry) Xie

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## Education

**Shenzhen University** *WeBank Institute of FinTech*

Shenzhen, China

Sept.2018 – Present

- **Bachelor of Economics** in Finance, **Bachelor of Engineering** in Computer Science and Technology
- *Webank Scholarship* (Top 6%), *Top Innovation Talent in Shenzhen University Scholarship* (Top 15%)
- President of *Shenzhen University Blockchain Society*
- **Overall GPA:** 3.74/4.5 (85.3/100), **Major GPA:** 3.95/4.5 (87.4/100)
- **Coursework** (61 in total): Company Valuation (94), Marketing (93), Strategic Management (93), Data Visualization (92), Fintech Application Frontier (92), Information System (92), Innovation Management (90), Artificial Intelligence and Machine Learning(90), Econometrics (90), Statistical Sampling (90), Database Systems (89), Behavioral Finance (87), Corporate Finance (86), Financial Engineering (85)

## Research Experience

### Public Effects of the 2019 Revision to the China Trademark Law

*Research Assistant to Prof. Yang Shi*

Mar.2022 – Present

- Employed Python to crawl the *Tianyancha* database and constructed a MySQL database including 31 attributes for over 130,000 firms that may have trademark infringement, and about 6,300 firms that breached trademark law were further recognized via Machine Learning
- Developed a Python Crawler to collect over 70,000 legal judgments from the *Pkulaw* database, then utilized Natural Language Processing techniques to extract entities such as plaintiff, defendant, and amount

### The Construction of Chinese Climate Change Classification Framework and Its Visual Analysis of Climate Funding Flows in China

*Research Assistant to Prof. Na Ni*

Mar.2020 – May.2022

- Collected over 12,000 academic papers in English and Chinese about climate change from *CNKI* and *the Web of Science* database, as well as 8,767 China Charity Foundation Annual Reports in 2008-2019
- Used a classification framework for climate change through Co-word Analysis and Text Segmentation techniques and applied Visualization Analysis to depict the changing pattern of climate philanthropy in China by analyzing donors, subfields, and flow of funds
- Provided suggestions for funders, charities, and policymakers in addressing climate change

### Text Analysis in Public Service: Research on Users' Needs and Response Strategies of Museum

*Research Assistant to Prof. Yurong Huang | Cultural Industry and Policy Research Center of Shenzhen University*

Sept.2020 – Mar.2022

- Interviewed nine museum directors face-to-face to gain insight into the present state of museum services in the *Greater Bay Area*
- Applied Python Crawler to gather public consultation and users' online comments about the museum, including over 20,000 comments collected on *Ctrip*, *Mafengwo*, *TripAdvisor*, and other OTAs and social media like *WeChat* and *Weibo*
- Utilized Text analysis and machine learning methods like co-occurrence networks, sentiment analysis, and cluster analysis to discover museum users' core needs and motivations and presented to *Shenzhen Propaganda Department* how the museum can better serve the public

### Interdisciplinary Study on Employment Policy and Education Satisfaction

*Research Assistant to Prof. Jing Sun | Teaching and Research Center of Shenzhen University*

Jul.2020 – Sept.2021

- Performed literature reviews on policy tool theory, gathered policies on graduate employment promotion published by the Chinese government in *COVID-19* and made suggestions to policymakers after doing Content Analysis and Quantitative Analysis using Python and SPSS
- Contributed to recycling 15,110 valid surveys and utilized Excel to match and clean data, ensuring its accuracy and completeness
- Implemented SPSS and MPlus to evaluate the validity and reliability of the scale, conducted statistical analysis and regression analysis on the data, and created charts, tables, and figures based on the results.

### Research on Internet of Things Bank and Its Financial Services Innovation

*Research Assistant, advisor: Prof. Ying Chen*

Nov.2020 – Jul.2021

- Learned over ten lectures about Fintech Frontier and conducted case studies of Internet of Things Finance applications for individuals, corporations, and bank management, resulting in more than 16,000 words in the research report
- Conducted online interviews and field research to analyze micro-loans from the perspectives of product design, business processes, risk management, etc., and prepared a research report with over 12,000 words on micro-loans under financial policies

### Artificial Intelligence and Technology, from Ethics to Law

*Research Assistant and Teaching Assistants to Prof. Chong Wang | Institute of International Law, Sun Yat-Sen University*

May.2019 – Jun.2021

- As the Teaching Assistant for the *Law and Artificial Intelligence* course at *Sun Yat-sen University*, participated in the course's design, and the writing of over 300 pages of slides for five of the course's chapters dependently, which received a satisfaction rating of 4.9/5
- Researched the issue of the interaction between Law and Artificial Intelligence, was responsible for the literature review and data collecting, then summarized, compared, and visualized the data, as well as formatted three papers using Word and LaTeX

## Skill

- Python, C++, R, HTML, MySQL, Redis, Microsoft Office, Gephi, SPSS, MPlus, LaTeX, Tableau, Git, WordPress, Linux

## Research Interest

- Fintech for Business and Management, Public Policy and Public Service, Text Analysis and Social Media, Sustainable Development

## Manuscripts under Review

- Na Ni, Dongrui Wu, **Xiaofeng Xie**, Yingtong Chen, Zhui Jian, Jincheng Qiu, Peichang Zhang (Jul.2022). Philanthropic Foundations as Sustainability Partners: Visualization Analysis of Climate Funding Flows in China. Submitted to *Climate Policy* (Major Revision).
- Jing Sun, **Xiaofeng Xie** (Aug.2022). Research on the Employment Promotion Policy of Chinese College Graduates in the Post-epidemic Era: Based on Content Analysis and Quantitative Analysis of Policy Text (IN CHINESE). Submitted to *Higher Education Forum* (Accepted).
- Yurong Huang, Xiaoqian Gong, **Xiaofeng Xie** (May.2022). Research on Users' Learning Needs and Response Strategies of Natural Museum: An Positive Analysis from the Perspective of Contextual Model of Learning and User Online Comments (IN CHINESE). Submitted to *Chinese Museum* (Under Review).

## Professional Experience

### Shenzhen Finance Institute, CUHK(SZ)

Shenzhen, China

Business Assistant, Dept. of Master of Science in Business Management Office

Nov.2020 – Jan.2021

- Administrative duties such as financial operations, promotional material distribution, and response to inquiries, as well as organized academic lectures and coordinated guests and participants
- Reviewed and updated the data of MBM project applicants to the database and developed an innovative automated workflow using Excel VBA and Python to automatically extract and enter the critical information of application data into a structured form and trigger batch sending of personalized email, resulting in a fivefold improvement in efficiency

### Shenzhen Yingpeng Information Technology Co., Ltd (*leiphone.com*)

Shenzhen, China

Business Assistant, Dept. of Marketing

Jul.2019 – Aug.2019

- Assisted in organizing the 2019 Global Artificial Intelligence and Robotics Summit (CCF-GAIR 2019) of over 3000 attendees and invited 140 guests to participate in 13 sessions, including Smart Cities, Smart Businesses, AI Finance, etc., to discuss the latest research in AI
- Developed and distributed promotional materials, as well as connected with 71 media companies, resulting in the forwarding of more than 1,600 posters and the exposure of more than 10 million people

## Competition Experience

- "Challenge Cup" National College Student Business Plan Competition – *Bronze Award (Provincial Honor)* Mar.2022
- "Challenge Cup" National College Student Academic Science and Technology Works Competition – *Second Prize (Provincial Honor)* Jul.2021
- Undergraduate Academic Forum of Shenzhen University – *Grand Prize & Jury Prize (Top 1, School-Level Honor)* Dec.2020
- Guangdong-Hong Kong-Macao Financial Mathematical Modeling Competition – *Third Prize (National Honor)* Nov.2020
- China Resource Bank's Future Bank Innovation Competition – *Best Scene Innovation Award (Top 3, National Honor)* Nov.2020
- "Search Star" Information Retrieval Competition of Shenzhen University – *Top 10(School-Level Honor)* Apr.2020
- "Future Leaders Program" of Webank – *Top 2 (School-Level Honor)* May.2019

## Training Experience

### Course: Business, Entrepreneurship, and the Sustainable Development Goals

Online

Advisor: prof. Kenneth Amaeshi | Edinburgh Business School

Apr.2022 – May.2022

- Researched the current situation and future development of the international society under the Sustainable Development Goals

### Text Analysis Research Group

Shenzhen, China

Advisor: prof. Han Qi | Shenzhen University

Sept.2021 – Jan.2022

- Studied the Text as Data course taught by Prof. Arthur Spirling of NYU weekly and was responsible for the reports on Text Sentiment Analysis and PCA Algorithm and Its Application, and learnt to research Economic Policy Uncertainty (EPU) using Text Analysis

### Webank Fintech Scholarship Summer Camp

Beijing & Shanghai, China

Advisor: prof. Xing Li | Peking University and prof. Qing Yang | Fudan University

Jul.2021

- Taken the courses Social Media and Big Data by Prof. Li and Financial Innovation and Quantitative Investment by Prof. Yang
- Obtained outstanding campers and gave speaking as a representative

### XbotPark Robot Base & Tsinghua i-Space Intelligent C-end Technology Innovation Training Camp

Dongguan & Shenzhen, China

Advisor: prof. Zexiang Li | Hong Kong University of Science and Technology

May.2021

- Prepared a feasibility report on entering the Intelligent Pet Toy industry after interviewing and investigating more than 12 pet owners, and led the team in designing and demonstrating the "Happy Meow: Intelligent Pet Companion" product and won the *Best Insight Award*
- Completed Design Thinking, Intelligent Hardware Product Design, and Product Management courses, and achieved the Junior Product Manager Certificates and Excellent Closing Certificates

### Course: Sustainable and Socially Conscious: The Reality of 21st Century Business

Online

Advisor: members of staff from Essex Business School

Apr.2021 – Jun.2021

- Covered five sessions, including those on circular economy, sustainable development financing, and accounting's role in SDGs