

EUNICE QUEZON

Product Manager, Commerce, Payments & Immersive Platforms

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SUMMARY

Product manager with 10+ years owning commerce, payments and checkout experiences for consumer brands at scale, including DC, Harry Potter and Movies Anywhere. I define the purchase funnel, instrument it, and ship the roadmap with engineering, design and data science. Recent work spans immersive AR/VR commerce and a six-month contract assignment at Apple TV+.

SELECTED RESULTS

- Launched DC Shop in 2 months and scaled it to 13 international markets: \$1M revenue in under 3 months, 133% of the Q1 revenue goal, \$4M in year one.
- Increased digital purchase and rental revenue 42% on Movies Anywhere by optimizing purchase flows and recommendations.
- Grew subscriptions 28% and retention 34% with the Screen Pass acquisition program.
- Delivered an editorial platform at Apple TV+ solo in six months, from brief to launch, consolidating 10 workstreams and 50+ tools.

CORE SKILLS

- **Commerce and payments:** checkout and purchase flow design, payment method integration (Stripe, Shopify Payments, PayPal, Apple Pay, Google Pay, Affirm, Klarna, Afterpay), gift cards, promo and discount codes, redemption flows, subscriptions and freemium membership.
- **Product analytics:** funnel and conversion analysis, success metrics and KPI definition, A/B testing, revenue forecasting, GA4, Segment, Amplitude, Mixpanel, Optimizely, Tableau, SQL.
- **Immersive platforms:** AR/VR and 3D commerce experiences, Unity, Unreal Engine, WebXR, Meta Quest SDK, ARKit.
- **Delivery:** roadmaps, PRDs, user stories, functional specs, release planning, Jira, Agile/Scrum, cross-functional leadership across Engineering, Design, Data Science and Marketing.

EXPERIENCE

Founder and Principal Product Consultant · Story Architechs Inc.

Remote · May 2023 – Present

- **Apple TV+ (six-month contract assignment via Kforce, 2026):** designed and delivered an editorial operations platform solo, from brief to launch. Wrote the BRDs, functional specs and Jira backlog, built the prototype, and unified 10 workstreams and 50+ tools into one workflow.
- **Fortune 500 semiconductor manufacturer (ongoing):** own the roadmap for a construction delivery data pipeline, defining the canonical data model, reconciliation rules and milestone metrics across every project scope.
- Scope, prioritize and ship products end to end for enterprise clients, working directly with their engineering, design and data teams.

Executive Director of Product, Immersive Experiences · Ozone Metaverse

Remote · May 2023 – Dec 2024

- Directed the product roadmap for a cloud-based AR/VR and 3D commerce platform for entertainment brands, combining 3D and 2D e-commerce with real-time publishing.
- Designed the DC Metaverse commerce experience for a planned Warner Bros. build on the Ozone platform, turning the metaverse strategy authored at Warner Bros. into a product design: explorable worlds (Gotham City, Metropolis, Themyscira, Atlantis) with an in-world cart where fans buy a digital collectible, the matching physical item from DC Shop, or both in one checkout.
- Built earn-and-redeem into gameplay: avatars earn coins that unlock rewards and discounts redeemed at in-world storefronts, with the full fan journey from play to purchase tracked in Google Analytics.
- Designed further immersive games with commerce in gameplay: a Ghostbusters narrative RPG for Sony Pictures linking theatrical promotion, merchandise sales and fan engagement, and Champions of the Ring, a wrestling career sim with in-game merchandise purchases, built for web and designed to scale to VR.

- Defined the in-game purchase model: gamified item bundles and unlocks (avatar gear, props, collectibles) released in phased drops across a catalog of 10,000+ digital and physical items.
- Added analytics-driven recommendations to the purchase flow to raise conversion.
- Led immersive commerce projects for Barbie, including virtual try-on and in-experience merchandise.
- Defined AR/VR-compatible assets and user profiles so purchases and identity carry across web and headset experiences.

Product Strategy Manager, Consumer Experience Group · Warner Bros.

Burbank, CA · Nov 2018 – Aug 2022

- Led product strategy and technical architecture for DC Shop, a headless commerce platform launched globally in 2 months and scaled to 13 markets. It reached \$1M revenue in under 3 months, 133% of its Q1 goal and \$4M in year one.
- Owned the checkout and payments roadmap across Stripe, Shopify Payments, PayPal, Apple Pay, Google Pay and buy-now-pay-later (Affirm, Klarna, Afterpay).
- Ran gift cards, discount codes and promotional campaigns across DC Shop, Harry Potter Shop, Looney Tunes and WB Shop, including redemption flows at checkout.
- Defined success metrics and ran weekly revenue and conversion analysis with predictive revenue modeling on GA4 and Segment. Built the dashboards leadership used to track OKRs and KPIs.
- Led the DC Universe freemium and membership launch and DC FanDome commerce, defining how fans purchase and access content and merchandise across free, à la carte and in-app purchase, and subscription tiers.
- Authored the AR/VR and metaverse product strategy for DC and Harry Potter: a three-phase roadmap from digital collectibles to mixed reality, with gamified purchases, rewards earned from content and games and redeemed in store, and virtual marketplaces. Later presented it at TechEx 2023.
- Delivered API-based checkout and single sign-on identity for Harry Potter Shop on Shopify and Segment, so one fan profile works across Warner Bros. storefronts.

Senior Product Manager, Home Entertainment · Warner Bros.

Burbank, CA · Nov 2016 – Nov 2018

- Optimized digital purchase and rental flows with personalized recommendations on Movies Anywhere, increasing revenue 42%.
- Launched the Screen Pass acquisition program, increasing subscriptions 28% and retention 34%.
- Built Watch Together, a synchronized viewing feature with messaging, raising engagement 40%.
- Unified 7 studio libraries with 5 digital retail platforms so purchases made at any retailer appear in one library.

Technical Product Manager · Sony Pictures Entertainment

Culver City, CA · Feb 2000 – Mar 2016

- Led enterprise data and API integration programs for a 6,500-user global organization, translating business requirements into development plans.
- Built content discovery systems that increased viewer engagement with catalog titles 52%.

EDUCATION AND CERTIFICATIONS

- BA, Film Critical Studies and French, University of California, Los Angeles and Université Sorbonne Nouvelle
- Certified Scrum Product Owner and Certified ScrumMaster (Scrum Alliance), ITIL v3
- Digital Marketing and SEO Analytics (MIT Sloan)
- Speaker, TechEx 2023: storytelling in mixed reality and immersive experiences