

EUNICE QUEZON

Sr. Technical Product Manager | 3D, Immersive & Phygital Experiences

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PROFESSIONAL SUMMARY

Technical Product Manager with 8+ years of experience architecting **3D, AR/VR, and Phygital Retail** solutions for global brands including **DC Comics, Harry Potter, and Sony**. Expert in bridging engineering and creative teams to deliver immersive commerce experiences and complex digital twins. TechEx speaker on "Global Brands Ecosystems," specializing in unified identity and spatial web strategies for enterprise retail.

TECHNICAL SKILLS

- **3D & XR Engines:** Unreal Engine 5, Unity, WebGL, NVIDIA Omniverse, OpenUSD, Three.js.
- **AI & Automation:** Generative AI (MidJourney, Runway), Python, n8n, Zapier, LLM Integration, LangChain.
- **Product Management:** Agile/Scrum, API Architecture, Phygital Strategy, Spatial Computing, Jira, Roadmapping.
- **Cloud & Data:** AWS, Cloud-based Rendering, SQL, Spatial Data Visualization, Digital Twin Architecture.

PROFESSIONAL EXPERIENCE

STORY ARCHITECTS | Remote

Founder & Technical Product Manager

May 2023 – Present

Specialized product consultancy building 3D visualization and simulation products for enterprise, manufacturing, and energy sectors.

- **Semiconductor Digital Twin:** Architected a real-time 3D facility monitoring system, implementing a rendering pipeline that visualizes live IoT and thermal data for manufacturing operations.
- **Geothermal Simulation (Energy Sector Client - NDA):** Managed the development of a 3D subsurface visualization tool, translating complex thermal flow requirements into an interactive modeling system for technical analysis.
- **Immersive Real Estate:** Directed the creation of 3D architectural experiences for investment evaluation, enabling stakeholders to conduct virtual walkthroughs of pre-construction properties.
- **Client & Budget Management:** Solely responsible for scoping SOWs, managing project budgets, and serving as the primary technical liaison between client stakeholders and engineering teams.

OZONE METAVERSE | Remote

Exec Director of Product, Immersive Experiences

May 2023 – Dec 2024

Led the synergy and integration between physical and digital, gamification, and immersive commerce simulation, powering high-fidelity brand activations and enterprise ecosystems.

- **3D SaaS Platform Strategy:** Directed the product roadmap for a cloud-based SaaS platform enabling high-fidelity 3D experiences on the web (WebGL), focusing on accessibility for retail and brand activations.
- **API-First Architecture:** Led the transition to an API-first approach, enabling seamless interoperability between 3D design tools (Blender/Maya) and runtime environments for scalable content creation.
- **Developer Ecosystem:** Coached engineering teams on capability-based architecture, resulting in a **60% improvement** in team execution maturity.

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WARNER BROS., INC. | Burbank, CA

Product Strategy Manager, Consumer Experiences Group

Nov 2018 – Aug 2022

Focused on "Phygital" innovation, connecting physical retail with digital immersive experiences for flagship IP.

- **Immersive Commerce (DC Comics & Harry Potter):** Orchestrated omni-channel product strategies uniting content, commerce, and gamification. Built the bridge between physical merchandise and digital identity for high-traffic retail activations.
- **Unified Identity Framework:** Implemented SSO and identity frameworks that allowed fans to carry their digital profile across multiple WB platforms and physical touchpoints, increasing cross-brand engagement.
- **Data-Driven Scale:** Scaled global brand initiatives by aligning product vision with fan engagement metrics, directly supporting major IP launches and experiential retail events.

Senior Product Manager, Home Entertainment

Nov 2016 – Nov 2018

Spearheaded new social and co-sharing features across multi-media ecosystems.

- **Social Viewing Platform:** Built and launched "Watch Together," a synchronized streaming feature with integrated messaging, boosting user engagement by **40%**.
- **Revenue Optimization:** Optimized purchase and rental flows with personalized AI-driven recommendations, increasing revenue by **42%**.
- **SaaS Integration:** Unified 7 studio libraries with 5 digital retail platforms into a seamless ecosystem via a custom API framework.

SONY PICTURES ENTERTAINMENT | Culver City, CA

Technical Product Manager

Feb 2000 – Mar 2016

Headed enterprise-wide initiatives focused on business pillar integration and orchestration.

- **Enterprise Architecture:** Designed enterprise-wide API integration frameworks and content interoperability models for a 6,500-user global organization.
- **Workflow Automation:** Pioneered automation frameworks utilizing IBM webMethods, significantly reducing manual data entry for content metadata.
- **Content Discovery:** Created advanced content discovery systems that increased viewer engagement with catalog titles by **52%**.

THOUGHT LEADERSHIP

- **Speaker, TechEx Global 2023:** "Global Brands Ecosystems" – Presented frameworks for Phygital Retail, Immersive Brand Ecosystems, and the convergence of physical and digital identity.

EDUCATION & CERTIFICATIONS

- **AI Certifications:** AI for Everyone (Coursera), Building AI Tools Bootcamp (Udemy), IBM Certifications
- **Product Management:** Certified Scrum Product Owner and Scrum Master (Scrum Alliance), ITIL v3 (PMBOK)
- **Marketing:** Digital Marketing & SEO Analytics (MIT Sloan)
- **Education:** Université Sorbonne Nouvelle/University of California, Los Angeles, BA Film Critical Studies/French