

Harry Potter Shop & Magic Caster Wand

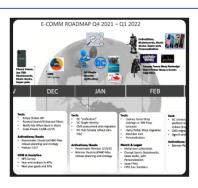
Scaling a Billion-Dollar E-Commerce Engine & Launching Immersive Fan Products

After the success of DC Shop, I was entrusted with leading Warner Bros.' highest-performing shop IP: the Harry Potter Shop. As one of the studio's most powerful revenue drivers, the Harry Potter Shop contributed significantly to a multi-billion dollar commerce ecosystem across DC Shop, HP, Ellen, and Be Kind brands.

Project Snapshot

Harry Potter Shop

I scaled merchandising operations, optimized international fulfillment, and led campaign-driven product drops aligned with the Wizarding World medic aclendar. The Elder Wand, House Trunks, and special-edition collections drove high-volume traffic and consistent conversion wins. The platform leveraged Shopfiv, Segment, and global API interprations, following the headless architecture established in DC Shop.





Magic Caster Wand

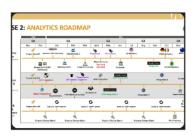
in parallel, I supported the launch of Magic Caster Wand—a connected, interactive hardware product designed to coincide with the Wizarding World content drop on HBO Max in 2023. My role spanned customer journey design, ecommerce product integration, and internal architecture planning. The wand brought together smart product innovation and fan engagement with real-time connected experiences.

Key Results

- Billion Dollar Revenue Generator per year
- Part of a multi-billion dollar revenue generator across WB eComm ecosystem (DC Shop, Harry Potter, Ellen, Be Kind)
- Strategic launches aligned with Wizarding World calendar
- Seamless integration of smart hardware into
 DTC channels
- API-based checkout and identity architecture (Shopify + Segment)

Downloadable Files

- Project Snapshot (PDF)
- Strategy & Roadmap (PPTX)
- How it was built (customer journeys & architecture) (PDF)
- E-Comm Ecosystem Strategy (PPTX)



Final Notes

This project blanded high-scale commerce execution with product storytelling and immersive brand extension. The work laid the foundation for integrating physical goods, subscription experiences, and smart product imnovation within Warmer Bros. 'most iconic IP.

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DC Shop Project



