

Hongdan Wang (Iris)

AI Product Builder · 0 → 1 Product Leader · 10 Years

Turning ambiguous problems into structured, elegant, shipped products.

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SUMMARY

0 → 1 product leader with 10 years shipping digital products for Fortune 500 brands — Microsoft, Unilever, Johnson & Johnson, Lululemon, Tapestry, PacSun — now focused on AI products. I own product design end-to-end and prototype and build hands-on with modern AI tooling (“vibe coding”), turning ambiguous ideas into validated, launched products fast. Known for making unfamiliar domains feel obvious, and for an exacting bar on craft and design.

WHAT I DO BEST

- **AI Product** — GenAI product design · hands-on prototyping & vibe coding with AI tooling · POC → production · AI chatbots & workflow automation
- **0 → 1 Product** — concept to launch · product strategy · solution & systems architecture · roadmapping
- **Product Craft & Design** — business & application architecture · flow & functional design · UX and design judgment · high-craft deliverables
- **Domains** — retail / consumer / eCommerce · omni-channel · community & creator economy · CRM · global logistics
- **Global Delivery** — cross-cultural teams across China / US / EU / APAC · advanced English (working language)

SELECTED 0 → 1 PRODUCTS

- **CatalystM — AI Influencer-Marketing SaaS (catalystm.ai).** iSoftStone’s flagship, fully-funded R&D product. Drove it 0 → 1 as Lead PM, building features hands-on with AI tooling for engineering to productionize. Product built; launching July 2026. Led a 17-person team.
- **PShub — PacSun Community & Creator App (US).** Built a ~\$1.5M platform fusing social community, shoppable commerce, and a creator economy for the US fashion brand PacSun; shipped live to the US Apple App Store. On-site in the US as Lead PM of a 22-person team, partnering directly with PacSun’s CIO.
- **CMA CGM — WeChat Ecosystem & 3-Year AI Roadmap.** Designed an end-to-end WeChat (Mini-Program / WeCom) ecosystem and a 3-year, AIGC-driven transformation blueprint projected at \$160M in business growth; awarded “Best Business Opportunity Contributor.”
- **Across Fortune 500 brands.** Designed and shaped additional AI and digital products — including the winning solution for J&J China’s first GenAI platform; Tapestry (Coach / Kate Spade) finance AI automation and influencer marketing; Lululemon (DAM, AI chatbot); Amway (AI foundation); Unilever (community); MLB (community); Microsoft (e-learning); Under Armour (supply ordering, e-learning); Wellington (EDU365 super app); and Saudi Arabia GEA (digital transformation).

EXPERIENCE

iSoftStone Information Technology — Shanghai

Product Expert · Retail & AI Innovation, International Business Group

Senior Product Manager

Feb 2022 – Present

2025 – Present

Feb 2022 – 2025

- Lead end-to-end product design — business scenarios, business & application architecture, flows, and functional design — for Fortune 500 brands (Microsoft, Unilever, J&J, and more).

- Prototype and build product demos and POCs hands-on with modern AI tools (“vibe coding”), turning concepts into clickable, validated products without waiting on engineering.
- Took 10+ products from 0 → 1, concept to launch.
- Won 10+ competitive RFP bids, opening and expanding Fortune 500 accounts — including the winning solution for J&J China’s first GenAI platform.
- Lead cross-functional global teams (up to 22, across China / US / France / India / Singapore); mentor and functionally guide 6 PMs and analysts.
- Trusted as the senior product voice with client executives, partnering directly at CIO and VP level.

Sephora China (Contractor) — Shanghai

Dec 2020 – Feb 2022

Senior Product Manager & Project Manager

- Built Sephora’s first in-house A/B-testing platform, replacing a SaaS vendor and saving \$150K / year.
- Held release-approval authority for bi-weekly production deployments.
- Redesigned the omni-channel roadmap (Digital 1.0–3.0) in partnership with KPMG.

Suzhou Dayton Technology Institute — Suzhou

Aug 2016 – Oct 2020

Product Manager

- Owned design and delivery of a CRM platform serving 200+ sales users, from requirements through functional design.

EDUCATION

University of Hong Kong

2019 – 2020

Master’s Degree, Higher Education

Nanjing Xiaozhuang University

2012 – 2016

Bachelor’s Degree, Business English

- China National Scholarship (Top 0.2%) · Student Union President.