

# Nolan Feng

Product Leader · Consumer Apps & Social

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Has led consumer apps that people come back to. Led the **Mercedes me** redesign across iOS, Android, and web, including gamified onboarding and a personalized home (700,000 weekly active users, **+45% retention**). At Dow Jones (10M+ monthly users), was **sole PM for the Barron's app**, one of four PMs on The Wall Street Journal app, and owned the **success metrics and A/B testing** for ML-powered personalization (retention **+28%**, engagement **+38%**). Led product for **Soul's Korea market version**, adapting the interest-based matching and community mechanics of a Gen-Z social app with 100M+ registered users. Global Lead of **Pride@Dow Jones**; Board Director, **Tom of Finland Foundation**. Builds daily with Claude Code, Codex, and MCP.

|                                          |                                       |                                         |                                              |                                                |
|------------------------------------------|---------------------------------------|-----------------------------------------|----------------------------------------------|------------------------------------------------|
| <b>700K</b><br>Weekly users, Mercedes me | <b>+45%</b><br>Retention, Mercedes me | <b>10M+</b><br>Monthly users, Dow Jones | <b>+28%</b><br>Retention, ML personalization | <b>+40%</b><br>Retention, acquired-cohort test |
|------------------------------------------|---------------------------------------|-----------------------------------------|----------------------------------------------|------------------------------------------------|

## Experience

**Independent** / AI & Digital Transformation Consultant, Nonprofits New York · 2026 – Present  
*Advises nonprofits on AI adoption and builds the systems directly; most 2026 builds were for the Tom of Finland Foundation (see Board Service below)*

- Builds every component to be **swappable and cost-checked**, so a small nonprofit isn't locked into vendors it can't afford.

**Rhodium Software** / Director, Product New York · 09/2023 – 03/2026  
*AI-native B2B2C platform for multi-location service businesses — a staff-facing operations product and a client-facing web app, across 3,500 locations*

- Spec'd and owned **two machine-learning models** as product: a **churn-propensity model** flagging clients about to lapse for automated win-back, and a **Smart Waitlist** model matching last-minute cancellations to waiting clients.
- Built **Smart Message Guard**, a contact-frequency guardrail that decides when *not* to send, so automated outreach stays within what clients will tolerate.
- On the phone with owners most days. Across the platform, rebooking rose **38%** and no-shows fell **40%**. Owned positioning and go-to-market: repositioning the product around one clear idea lifted **feature activation 30% in a quarter**. Led a distributed 10-person team across three regions.

**PrepProof** / Chief Product Officer (Consulting) New York · 05/2024 – 05/2026  

- Onboarding cut from **six weeks to ten days**; retention **+22% YoY**. Priced on outcomes (operators paid only when money was won back) and kept a standing cadence with 100+ operators.

**Dow Jones** / Senior Product Manager New York · 09/2021 – 08/2023  
*Consumer subscription products serving 10M+ monthly users*

- Sole PM for the Barron's mobile app** (iOS and Android) with five engineers: roadmap, release cadence, and app-store performance.
- One of four PMs on **The Wall Street Journal app**: real-time news delivery, the "AI Read to Me" audio feature, the login and identity merge, and a video-first Media tab.
- Product manager on **ML-powered personalization** across WSJ and Barron's: the system chose which **articles** each reader saw in the home and app feeds, and personalized **newsletters**, **push notifications**, and **subscription offers**. Retention **+28%**, engagement **+38%**.
- Owned the **success metrics and A/B testing** for that work with data science and engineering: defined what each test measured and read the results.

**er studio** / Co-Founder & Product Lead New York · 12/2019 – 10/2023  
*Studio running 0→1 pilots for Fortune 500 in-house teams — part-time and advisory, concurrent with Microsoft and Dow Jones*

- Led the **Mercedes me** redesign across iOS, Android, and web, including gamified onboarding and a personalized home surfacing the next best action: **700,000 weekly active users, +45% retention**.
- Led product for **Soul's Korea market version**, the Shanghai-built Gen-Z social app with 100M+ registered users, adapting **interest-based matching** and community mechanics for the Korean market.

Microsoft for Startups (accelerator), including a secondment to portfolio company Tap Network (02/2019 – 11/2021)

- At Tap Network, owned the rewards system in the Tap mobile app; three live partner integrations with Uber, Warner Music Group, and Brave; **200,000+ users**. Advised 60+ startups across four accelerator cohorts.
- Pride@Dow Jones — Global Lead · led a 500+ member global LGBTQ+ employee network12/2021 – 08/2023
- Herenyc.Rent — Founder · two-sided housing marketplace for international students; 98 leases closed in year one, 700 students served01/2017 – 12/2018

Toolkit

|        |                                                                                                                                                                 |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Mobile | Native and cross-platform iOS and Android · release cadence and app-store performance · onboarding and identity                                                 |
| Social | Interest-based matching and community mechanics (Soul) · personalized home and onboarding · contact-frequency guardrails                                        |
| Data   | SQL / BigQuery · Amplitude · cohort and retention analysis · experiment design                                                                                  |
| AI     | Claude Code · Codex · Antigravity · MCP integrations · ElevenLabs · agent task scope, escalation, and fallback · ships prototypes and internal tools end to end |

Education

B.S., Computer Science — Data Analytics concentration · Baruch College, CUNY · GPA 3.79 · Associate Degree, Digital Marketing — Pace University · GPA 3.9 · Forbes 30 Under 30 China — Nominee, 2019

Board Service

Volunteer board seat at a queer art nonprofit whose collection holds 10,000+ cataloged works by 800+ artists; joined at 30 as the youngest board member

- Built **Tom & I**, a browser-based **oral-history voice agent on ElevenLabs**: an interviewer persona designed to listen rather than steer, a six-stage topic arc run as a **conversational state machine**, and **tiered consent captured as structured data** at every session close. Compared ElevenLabs, OpenAI Realtime, Vapi and Retell before choosing.
- Cloud migration**: moved the foundation's locked legacy server to an **Azure VM**. Replaced a paid e-signature vendor contract with an **open-source e-signature workflow**.
- Built the **residency application review platform** (Notion-MCP data layer, client-side scoring, Google Apps Script webhook), spec'd and executed agentially. Chairs technology work on **CRM modernization (Salesforce Nonprofit Cloud)**, identity and access management, the comms stack, and workflow automation.
- Board responsibilities beyond technology: **train-the-trainer AI enablement** (40+ people trained), new initiatives including the **2026 Scholars Initiative**, the **Artist-in-Residence program** and the Porto Rocha rebrand, **preserving the collection**, and board fundraising.