

Nour Eldifrawy

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PROFESSIONAL EXPERIENCE

Roblox

Product Manager

San Mateo, CA

August 2019 – June 2023

Throughout my 4 years at Roblox, I delivered needle-moving results, while collaborating across diverse internal and external stakeholders, including developers on the platform, business partners, and eng teams. I drove key projects from 0-1 on the Apps Team, including Deep Linking, iOS backgrounding, and PlayStation beta. I spearheaded DisplayNames, adapted social features for China, driving international growth, and enhanced developer tools and financial insights to empower creators.

• Apps:

- *Developer DeepLinking*: Rolled out innovative deep linking technology for developers, empowering them to incorporate it into their marketing and tracking efforts, while enabling business ops, marketing, growth, and reliability teams [to leverage](#) it to increase signups.
- *Backgrounding*: Introduced backgrounding support on iOS, enabling users to multitask increasing engagement [time](#) by 10%.
- *PlayStation Expansion*: Collaborated cross-functionally with engineering, business, and marketing to lead the launch of Roblox on PlayStation, ensuring cohesive developer communication and [alignment](#), opening up a market opportunity that's 200% of current size

• Social:

- *DisplayName Initiative*: Spearheaded the vision, specification, and rollout of the DisplayNames feature to millions of users, driving international growth and fostering future identity innovations on the platform. Solved Unicode complications across critical surface areas, ensuring trust and safety while providing developers seamless access to DisplayNames [via API](#).
- *China Compliant Social Offerings*: Successfully adapted friending, groups, and chat to meet Chinese regulations, in partnership with Tencent, enabling a smooth platform launch in China.

• DevServices:

- *DataStore Expansion*: Revamped DataStore offerings with features like automatic versioning, data tagging, listing, enabling richer developer data [offerings](#).
- *Creator Dashboard*: Directed the initial rollout of the Creator Dashboard, a standalone site that unified web-based creator functions into a cohesive experience management tool, empowering developers to manage experiences, UGC items, ads, etc [effectively](#).

• Economy:

- Enhanced the "My Money" page, providing developers a detailed financial breakdown to help optimize their experiences [financially](#).

• Misc

- On-call Response: Was Product DRI for P0 response to DataStore issues, implementing efficient solutions to critical platform issues.
- Collaborated with intern & new grad product programs, nurturing a new generation of talent. Hosted mentorship sessions and socials

[snipbit.co](#) (Demo)

Founder

San Francisco, CA

2023 – Ongoing

- Built iMessage app, website, and backend. Grew usage by executing marketing in niche communities resulting in 1000's of DAU, actively engaging with users and potential partners to increase traction, and iterated heavily based on consumer feedback. Incorporated search algorithm based on lyric sentiment analysis using NLP techniques to extract key descriptive keywords from song lyrics, introduced emoji search, lyric uploading using FFmpeg, and incorporated web and app analytics to understand user behavior.

Tarjimly

Product Manager

Mountain View, CA

September 2018 – September 2019

- Interviewed and surveyed aid workers (lawyers, doctors, translators, case workers). Determined organizational translational needs and optimal price point for translation services, and created a shortlist of organizations to target for Tarjimly services. Analyzed sessions database using SQL. Developed 30 case studies of high impact use cases based on user interviews and sessions

Bolt Threads

Product Development

Emeryville, CA

January 2018 – September 2018

- Developed standardized protocol for material discovery & characterization based directly on customer needs and product requirements. Optimized exploratory experiments to utilize 90% less starting resources, with comparable results, in 50% less time
- Patents: <https://patents.justia.com/patent/20200102424> <https://patents.justia.com/patent/20220273526>

Emerson Collective

Elemental Investment Intern

Palo Alto, CA

Summer 2017

- Conducted in-depth qualitative & quantitative research and analysis of market landscapes, competitive dynamics, community partnerships and policy reviews, presenting recommendations and roadmaps that shaped strategy and investment decisions. Managed investment processes of companies Series A – Series D: sourcing, research, modeling, documentation and post-investment support

EDUCATION + PROJECTS

University of California, Berkeley

Bachelor of Science in Material Science & Engineering, Certificate in Entrepreneurship & Technology, Certificate in Design Innovation, Bears

Class of 2018

Solar Vehicle Racing Team Project Manager, Build Lead,

2014 – 2018

Managed summer build: Made critical build decisions to optimize and balance schedule & expenditure. Organized timeline, resource procurement, task assignment, & member allocation. Altered team culture to increase communication **Result: 1st Place in FSGP 2017**