

Ibrahim Altaweel

TECHNICAL PRODUCT MANAGER

Product Strategy | Data Privacy & Security | Project Management

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DRIVING SOLUTIONS & IMPLEMENTING REQUIREMENTS TO SUPPORT BUSINESS GROWTH

Offer expertise driving impactful global product development, product management, and customer support initiatives working within cross-functional teams. Skilled in security and privacy of consumer technology. Drive product development aligned with current trends and emerging markets. Lead various client interactions that accelerate results providing innovative customer solutions. Influence resources, analyze data, provide projections, and control projects through effective KPIs. Public policy leader and speaker at the Federal Trade Commission in 2016 and 2017.

"Ibrahim's product vision, business acumen, and technical background allow him to bring cross-functional teams to work together with the same level of passion as he has... He has the rare ability to bring people together to deliver a product with exceptional quality under limited resources."

– Yunrui Zhang, Senior Software Engineer

Leadership ▪ Computer Security ▪ Product Vision & Strategy ▪ Start-ups ▪ Public Policy ▪ Cloud Computing ▪ Gamification Management ▪ Product Launch ▪ Analytics ▪ Big Data Analysis ▪ Metrics ▪ Data Mining ▪ Scripting ▪ Competitive Analysis Customer Relationship Management ▪ Stakeholder Engagement ▪ Trend Analysis ▪ Market Insight ▪ Product Solutions Information Security ▪ Online Privacy ▪ Fraud Detection ▪ Web Applications ▪ Agile Methodologies ▪ Data Pipelines ▪ KPIs

HIGHLIGHTS OF CAREER

Purrivacy – San Francisco, CA

Aug 2014 – Present

Purrivacy is a collaborative educational platform aiming to educate people about online privacy.

TECHNICAL PRODUCT MANAGER

Lead the product development process and product lifecycle. Liaise with engineers, designers, data analysts, other teams to determine product strategy and prioritize features to bring customer value. Develop use cases, flow diagrams, wireframes, and user stories. Translate product features into customer benefits. Improve customer experience and ROI.

- **Spearheaded the development of Purrivacy, the most private Ruby on Rails web platform in the industry.** Engaged in market research and competitive analysis. **Achieved 110% of annual start-up goals within six months.**
- **Drove revenue capabilities and onboarded 50 new businesses** through devising a solid monetization strategy to create Pro Privacy selling access to privacy and security training to businesses. Networked with businesses to sell company's products.
- **Slashed the number of steps of onboarding process 70%+ and increased user acquisition 55%+** by designing "Get Me Started" feature.
- **Accelerated user retention 81%** by gamifying the platform.

Electronic Frontier Foundation – San Francisco, CA

Jun 2017 – Sep 2017

The Electronic Frontier Foundation (EFF) is the leading organization defending civil liberties in the digital world.

GOOGLE PUBLIC POLICY FELLOW

Executed technical product specification for Surveillance Self-Defense (SSD), the number one tool to defend against surveillance by using secure technology. Defined product roadmap and supporting metrics within cross-functional teams. Led market research to improve SSD's accessibility to beginners and non-US-based learners.

- **Shipped a high-quality product used by millions, delivering customer satisfaction and educating trainers on how to mentor users on privacy and security.** Worked cross-functionally on a minimum viable product for Security Education Companion, a tool that guides security educators on how to advise on information security.
- **Boosted penetration of customer base to 200%** by streamlining landing page and utilizing supplemental media.

Continues...

UC Berkeley School of Information – Berkeley, CA

Jun 2014 – May 2017

The school of Information is a graduate research and education community committed to expanding access to information and to improving its usability, reliability, and credibility while preserving security and privacy.

MENTOR & PRIVACY RESEARCHER

Presented research about privacy on adult websites at the 38th IEEE Symposium on Security & Privacy. Coached undergraduate students in the areas of information security, data analysis, and web scraping. Led students through the project development process through brainstorming sessions, mini lectures, and Q & A meetings.

- **Co-authored three leading privacy and security research papers** which provided a framework that policymakers used to advocate for more privacy rights for consumers online.
- **Spoke about the impact of technology on consumer security and privacy at the Federal Trade Commission's PrivacyCon** in front of 1900+ top security experts, public policymakers, and consumers.

Harvard University – Cambridge, MA

Jun 2016 – Sep 2016

Harvard University is devoted to excellence in teaching, learning, and research, and to developing leaders in many disciplines who make a difference globally.

PRIVACY RESEARCH FELLOW

- **Administered the product development cycle and created Forever Data**, a platform that drove web transparency by allowing internet users to save a screenshot and HTML source of a webpage by providing a URL.
- **Delivered the product on time and within budget** by meeting project deliverables and setting measurable goals using the Kanban method.

EDUCATION & TRAINING

Bachelor of Arts, Computer Science (Hons) ■ *University of California, Santa Cruz – Santa Cruz, CA*

Associate of Science, Computer Science (Hons) ■ *Diablo Valley College – Pleasant Hill, CA*

Certified Ethical Hacker (CEH) ■ *EC-Council*

PROJECTS

- **Developer, Barty: a Bay Area Rapid Transit (Bart) Application for Android**
- **Contributor, Brave browser: Brave is an open source browser on a mission to fix the web by giving users a safer, faster and better browsing experience**
- **Contributor, Open Web Privacy Measurement: an open source web privacy measurement framework**
- **Product owner, SlugIoT: An open-source platform for remote code distribution, runtime management, and data acquisition for the Internet of Things.**

TECHNICAL TOOLKIT

- **Project Management:** Agile/Waterfall, JIRA, Pivotal Tracker, Rally, Asana, Confluence, Basecamp
- **Programming & Markup:** Ruby, Ruby on Rails, SQL, PostgreSQL, JavaScript, Python, C/C++, Java, Assembly for x86 processors, HTML5, CSS3
- **Wireframes:** Axure, Omnigraffle, Balsamiq, Fluid Charts, Sketch, Photoshop, Pixelmator
- **Analytics:** Omniture, Optimizely, Google Analytics, Flurry, Visual Website Optimizer, Piwik
- **Big Data:** Palantir Gotham, Palantir Contour