

Jafarri Nocentelli

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EDUCATION

University of California, Los Angeles | Los Angeles, CA
B.A. - Applied Linguistics w/ Specialization in Computing

Expected Graduation: 2025

University of California, Berkeley | Berkeley, CA
Haas School of Business

Cumulative GPA: 3.5

UC Berkeley Business & Finance Program Summer 2024 (Selected Participant, 1 of 19)

- Led strategic assessments leveraging AI-driven market research and FAB analysis, presenting actionable insights to Salesforce and Genentech. Applied *data-backed decision-making* to shape recommendations on product positioning, feature development, *B2B partnership strategies*, and go-to-market strategies, influencing *stakeholder engagement* and aligning assessments with long-term organizational growth objectives.
- Conducted in-depth financial, strategic, and organizational assessments, applying advanced leadership, accounting, and finance principles to solve real-world business challenges, earning top recognition from faculty and industry leaders.

LEADERSHIP & EXPERIENCE

Product Marketing Manager & Outreach Lead | Sanctuary

Jan 2025 - Present

Sanctuary is a safety-focused mobile app designed to empower women by providing real-time offender alerts, a group walk-home feature, and a fake call tool to deter potential threats.

- Leading the UX research and launch strategy for Sanctuary within the UCLA community, *establishing partnerships with 3+ student organizations and advocacy groups* to gather preliminary *feedback from 100+ potential users* and inform app design decisions.
- Conducting user research and designing data-driven marketing campaigns based on insights from *100+ survey responses and interviews*, with a focus on promoting key features like geo-fencing alerts and ride-share tracking to maximize user engagement and adoption at launch.

Software Developer Extern | Snapchat

Sept 2024 - Oct 2024

- Drove product lifecycle management from ideation to launch for an Augmented Reality Snapchat Lens, integrating user research and feedback loops to refine features. Partnered with cross-functional teams (design, engineering, data) to implement A/B testing strategies, *increasing Gen Z user engagement by 22% (16,000+ views, 500+ shares)* and delivered data-driven insights that directly influenced stakeholder engagement and product roadmapping.

Product Equity & Inclusion Intern | Google

Oct 2023 - Oct 2023

- Collaborated with Google's Pixel product team to enhance camera accessibility for melanated users, driving product roadmap adjustments to improve lighting algorithms and voice control integration. Advocated for inclusive design solutions that addressed underrepresented user needs, directly influencing *stakeholder engagement* and *accessibility-focused feature development*.
- Engaged in impactful discussions on product equity with stakeholders from YouTube Health, YouTube Inclusion Working Group, Google Lab Sessions, and Chrome

Director of Justice, Equity, Diversity, & Inclusion | Association of Computing Machinery at UCLA

Mar 2023 - Mar 2024

- Drove cross-functional collaboration and organizational growth by executing strategic DEI initiatives, resulting in a *28% membership increase* for Southern California's largest CS organization. Led product-focused events that enhanced stakeholder engagement and diversified project participation, fostering innovation across multi-disciplinary teams.

Teacher Assistant | Technical Program Management UCLA Extension

Aug 2023 - Present

- *1 of 6 selected candidates* to support esteemed guest speakers in delivering instructive sessions on fundamental leadership principles to graduate students in the dynamic tech and product management sector.
- Collaborated with senior executives and product managers at Google, NASA, Blizzard, Sandia National Labs, Booz Allen, and more. Led initiatives to enhance managerial skills in engineering, IT, game development, aerospace, energy, and government sectors.

Youth Mentor | The CommonGround Foundation

Dec 2021 - Feb 2023

- Partnered with Chicago icon, Common, and stakeholders from United Talent Agency to mentor *200+ underrepresented urban youth*, leading weekly workshops with *50+ students*, resulting in a *36% increase in college enrollment* via higher education pathways.

PERSONAL PROJECTS

NLP Finite State Transducer | Haskell

- Simulates morphological analysis, phonological rules, and string transformations, common in linguistic computation.

Context-Free Grammar System Generator | Haskell

- AI and Natural Language Processing parser, capable of generating parse trees and handling probabilistic grammars. Enhanced parsing capabilities for ambiguous English sentences, leveraging probabilistic grammars to improve syntactic accuracy and adaptability in real-world NLP applications.

TECHNICAL SKILLS

C++, Python, Haskell, Adobe Photoshop, MS Word, Excel, PowerPoint, Web (HTML, CSS, JavaScript),

A/B Testing, Roadmapping, Agile, User Research, Data Analytics, Computational Linguistic Analysis (AI & NLP)