

BRANDON C. TRAN

brandonctran.com • brandonctran3900@gmail.com
linkedin.com/in/brandonctran

Domain Expertise: Consumer AI, Gaming Platforms, Creator Economies, UGC Systems, Monetization, Trust & Safety

EXPERIENCE

Roblox Corporation | July 2022 - Present | San Mateo, CA

Senior Product Manager, Avatar Marketplace

Lead strategy across Roblox's \$1B+ virtual-goods marketplace, spanning consumer AI, avatar expression and creator platforms.

Consumer AI & Avatar Platforms

- Launched Marketplace's first consumer-facing generative AI creation product, enabling users to create personalized avatar backgrounds from text prompts.
- Launched creator-published avatar emotes, delivering **\$77M** in annualized incremental bookings (**+1.2%** company-wide).
- Launched creator-built avatar animation packs, resolving platform-compatibility constraints and scaling from a curated pilot to open publishing; delivered a **1.53%** company-wide bookings lift.
- Launched avatar backgrounds across customization and profile experiences, delivering a **0.64%** company-wide bookings lift.
- Launched creator-built avatar makeup, reconciling creation, moderation and avatar-engine requirements while preserving compatibility with Roblox's next-generation avatar architecture.

Marketplace Growth & Integrity

- Created Roblox's first objective, automatable measure of virtual-clothing quality, validating technical criteria across the catalog to enable quality-based merchandising and pricing.
- Unblocked a multi-year legal and policy barrier to marketplace copy detection, launching systems to identify, demote and moderate copied assets; increased purchases of original items by **3.42%**.
- Opened avatar publishing beyond a closed program of 1,500 creators, **doubling the creator base within one month** and expanding content supply.
- Built automated marketplace pricing systems generating **\$8M+** in monthly net revenue.
- Built a recurring virtual-item sales and live-operations program generating **~\$3M** in incremental bookings per quarter; extended the underlying tooling to subscription gifting and retention experiments.

Product & People Leadership

- Led product across **four engineering teams and 80+ engineers at peak scope**, setting priorities and driving execution across interdependent consumer and creator-platform initiatives.
- Manage an Associate Product Manager and mentor additional PMs, coaching product judgment and delegating end-to-end ownership of product initiatives.

VOLUNTEERING

Texas Product Engineering Organization | **Director** (August 2020 - May 2022) | Austin, TX

- Designed and taught 11-week product management curriculum to 25+ students annually
- Mentored product teams through end-to-end development of community-focused tech projects

EDUCATION

The University of Texas at Austin | May 2022

BBA Business Honors (Management Information Systems)

BS Engineering Honors (Electrical and Computer Engineering)

ADDITIONAL INFORMATION

Languages: Fluent in Vietnamese, Proficient in Spanish | **Work Eligibility:** Eligible to work in the U.S. with no restrictions

Personal: Lifelong creator, tinkerer, and modder that loves building anything cool! From PCs to homemade noodle soup.