

Ali Vira

Skills

Product Management
Data & Analytics
Human Factors
Design
UI/UX




Tools

PowerBI
Figma
InDesign
SQL
Azure Data Explorer
HTML & CSS
C++

Education

BASc, Systems Design Eng
with Distinction
University of Waterloo
2017 (3.9 GPA)

Mechanical & Aerospace Eng
Exchange Term, NTU Singapore
2016

linktr.ee/alivira 
alivira93@gmail.com 
(206) 636 6010 

8+ years of interdisciplinary Product & Founder experience, managing int'l teams and stakeholders, driving D & I, and getting hands-on with design, systems, and software

Experience



Senior Product Manager

2022 - Present

Code.org

New York, NY

- Defining, leading, and implementing the Code.org [integration strategy & developing partnerships](#) with leading Learning & Education providers
- Developing solutions & building international partnerships to deliver Computer Science education globally - including regions without internet
- Creating and implementing [privacy & security-forward products & strategies](#) to ensure continued domestic & global compliance amidst evolving legal landscape
- Managing the international user & platform experience, pipeline, and strategy
- Building product & engineering life-cycle strategies, team charter, automated integrations, incident response protocols, planning, retros, and metrics



Co-Founder, COO

2021 - 2022

WeMeta

Seattle, WA

- Developed budget, roadmaps, product, designs, architecture, payroll, compliance & legal, code, and sprints to create the data & analytics layer for open Web3 games
- [Raised 6m in funding](#) from Digital Currency Group, Tribe Capital, Galaxy Digital and others over two rounds
- Developed scalable data streaming systems, data ingestion services (including game plugins), and intuitive front-ends & dashboards for insight generation
- Placed 1st in the Ethereum Global hackathon - [hired, scaled, and managed a team of 9 employees](#) across North America & Europe



Senior Product Manager







2017 - 2021

Microsoft Azure, Compute

Redmond, WA

- Led cross-Microsoft efforts (50+ engineers) across hardware and software stacks to [improve Azure-wide VM availability by 72%](#)
- Developed intelligent global correlation engine to diagnose customer impacting events and [decrease Azure regressions by over 56%](#)
- Designed and implemented Azure-wide automated A/B testing pipeline to [improve Azure performance and availability by 50%](#)
- Built automated machine-learning pipelines to identify, diagnose customer issues [improving detection, resolution time by 70%](#)
- Managed and resolved [\\$50+ million dollar customer escalations](#) including global availability and performance crises (Sev. 0s)
- Created program to quantify, instrument, and correlate events, [decreasing churn, improving platform unknowns by 78%](#)
- Founded & led org-wide Work-Life Balance and Culture team to [improve inclusion, productivity, and morale](#)

Projects

-  **Diceblock**
Co-Founded & developed a custom e-commerce marketplace for tabletop gaming goods & services
-  **ShareIt**
Developed a 2-sided rental marketplace for leasing and sharing household items
-  **Hack The North: Fruit Salad**
Build a distributed cloud computing platform that exchanges computing power for internet access
-  **Contour**
A service and browser extension that captures a user's body measurements for online shopping
-  **KeyPosture**
A product that monitors and optimizes a pianist's form in real-time to reduce injury
-  **Banane Split**
A one-page rails application for organizing & splitting bills


Leadership

- Product School Speaker, IPN Organizer** (2021)
Led, organized, spoke at seminars to [help 1500+ aspiring workers build skills](#) and break into tech
- MSFT Intern Leader, Director** (2018, 2019)
Planned & managed summer for [2500 interns and 150 full-time volunteers](#)
- Academic Representative** (2014 - 2017)
Elected faculty liason, planned [events for 250+ students](#) across department
- Microsatellite Business Lead** (2014 - 2015)
Led sponsorships, created & managed online presence, [raised \\$25K+ for launch](#)
- Orientation Leader, Director** (2013, 2014)
Managed Engineering orientation [for 1000+ first years](#)

Accomplishments


- 2nd place Canadian Engineering Debates** (2017)
- 1st place Ont. Debates** (2017), **Waterloo** (2015, 2016)
- Microsoft Intern Ambassador** (2016, 2017)
- Dean's List (Top 10% of Class)** (2014)
- NexJ Co-op of the Year** (2013, 2014)
- Sanford Fleming Jr. Design Award** (2013, 2014)

Experience Ctd.

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Product Manager
[Microsoft Azure, Deployment](#)

2015 - 2016
Redmond, WA

 - Designed product specifications, mockups, and implemented Azure deployment metric pipelines [used by over 200 services](#)
 - Worked cross-team to design, code, and implement continuous integration extensions for Visual Studio, Azure Portal, and Jenkins
 - [Co-founded a 30-member intern team](#) to evaluate, create, and overhaul Microsoft sustainability initiatives
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Product Manager
[Complete Solar](#)

Winter 2015
San Mateo, CA

 - Planned, designed, and implemented installation tracker system and online campaign, [increasing online user adoption by 80%](#)
 - Created and managed end-to-end automated customer engagement program and drip-campaign resulting in a [25% click-through rate](#)
 - Designed and coded interactive solar installation locator page and email campaign [boosting site traffic by 40%](#)
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Program Manager
[NexJ Systems](#)

2013 - 2014
Toronto, Canada

 - Researched, designed UI/UX, and generated product specifications for an e-prescribing feature [projected to increase revenue by \\$2,000,000](#)
 - Developed JavaScript tool to automatically update database [saving 1,000 hours of manual work](#)
 - Conducted market analysis leading to partnerships, strategies, and new features
 - Audited existing processes, implementing changes to [save 2,400 hours yearly](#)
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Founder
[GLHF Magazine](#)

2012 - 2014
Toronto, Canada

 - Founded the largest eSports magazine in the world with [over 1,000,000 reads and featured twice by game publisher Blizzard](#)
 - [Managed an international team of 35 writers, editors, and designers](#) to coordinate production, organize workflow, and resolve conflicts
 - Optimized pitch submission process by building integrations with Submittable.com and training staff