

# Ali Vira

Product Management, Design, Data Analytics, UI/UX

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## Experience

**Product Manager II** 2017 - Present

**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 36%](#)
- Built automated machine-learning pipelines to identify, diagnose customer issues [improving detection, resolution time by 70%](#)
- Implemented Azure-wide automated A/B testing pipeline to [improve Azure performance and availability by 50%](#)
- Created program to quantify, instrument, and correlate events, [decreasing churn, improving platform unknowns by 78%](#)
- Managed and resolved [\\$50+ million dollar customer escalations](#) including global availability and performance crises (Sev. 0s)
- Founded & led org-wide Work-Life Balance and Culture team to [improve inclusion, productivity, and morale](#)

**Product Manager** 2015 - 2016

**Microsoft Azure, Deployment** 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 overhaul Microsoft sustainability initiatives

**Product Manager** Winter 2016

**Complete Solar** San Mateo, CA

- Planned and designed installation tracker system [increasing online user adoption by 80%](#)
- Created and managed end-to-end automated customer engagement program resulting in a [25% click-through rate](#)
- Coded solar installation locator page and email campaign [boosting site traffic by 40%](#)

**Product Developer** 2013 - 2014

**NexJ Systems** Toronto, Canada

- Researched, designed UI/UX, and generated product specifications for an e-prescribing feature projected to [increase revenue by \\$2,000,000](#)
- Audited existing processes, implementing changes to [save 2,400 hours yearly](#)

## Projects

🔗 **WeMeta**

An analytics platform & insights engine for Digital (NFT) Land - [Eth Global Web 3.0 Hackathon Winner](#)

🔗 **Diceblock**

Co-Founded & developed a [2-sided E-Commerce marketplace](#) for tabletop gaming goods & services

🔗 **Hack The North: Fruit Salad**

Distributed cloud computing platform that exchanges computing power for internet access

🔗 **GLHF Magazine**

Founded and managed the largest eSports magazine in the world with [over 1,000,000 reads](#)

🔗 **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

## 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 liaison, 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 orientation [for 1000+ first years](#)

## Accomplishments

2<sup>nd</sup> place Canadian Eng. Debates (2017)

1<sup>st</sup> place Ontario 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)

## Education

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

**Mechanical and Aerospace Engineering**

Exchange Term, NTU Singapore 2016