

# ALI VIRA

Product Management, Design, Data Analytics, UI/UX

[alivira.com](http://alivira.com) [alivira93@gmail.com](mailto:alivira93@gmail.com) (206) 636-6010

## 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 **\$10-50 million dollar customer escalations** including global VM availability and performance crises (Sev. 0s)

Led org-wide Work-Life Balance and Culture workstreams 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

**MeMeta**

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

**Diceblock.shop**

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

**IPN Organizer, Product School Speaker (2021)**

Led, organized, and spoke at seminars to help **1500+ aspiring professionals 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

2nd pl. National Eng. Debates (2017)

1st pl. Waterloo (2015, 2016), Ontario Debates (2017)

Microsoft Intern Ambassador (2016, 2017)

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