

Ali Vira

Product Management, Design, UI/UX, Human Factors, Data

🌐 linktr.ee/alivira

✉ alivira93@gmail.com

📞 (206) 636 6010

Experience

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](#)

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 evaluate, create, and overhaul Microsoft sustainability initiatives

Product Manager

Winter 2016

Complete Solar

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%](#)

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

↻ GLHF Magazine

Founded a [team of 35](#), built the world's the largest eSports magazine 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 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 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