





# ALI VIRA

## SYSTEMS DESIGN ENGINEERING

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 alivira

## EXPERIENCE

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Program Manager 9/2015 — 12/2015  
Microsoft Redmond, WA

- Designed product specifications, mockups, and implemented Azure deployment metric pipelines used internally by Skype, Bing, Office 365 and more
- Extended Express v2 deployment infrastructure to work with Azure Web Apps
- Conducted feasibility analyses and generated strategic plans for new features and feature extensions

Product Manager 1/2012 — 4/2014  
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%
- Led production team to create live sales dashboard for Marketing, Operations, and Sales teams

Product Developer 4/2014 — 8/2014  
NexJ Systems Toronto, Canada

- Solely conducted user research, 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
- Researched and designed data visualization feature
- Conducted market analysis leading to partnerships, strategies, and new features

Program Manager 8/2013 — 12/2013  
NexJ Systems Toronto, Canada

- Audited existing processes, implementing changes to save 2,400 hours yearly
- Coordinated hot fixes and service packs
- Programmed data collection tools using SQL to save 11 hours of QA time weekly

## SKILLS

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- Project management
- Business analysis
- Organizational and time management
- UI/UX design
- Machine learning, optimization
- Languages: C++, Java, SQL, MATLAB
- Web: HTML, CSS, JavaScript, jQuery
- Graphics: InDesign, Photoshop, Illustrator

## PERSONAL

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### Hack The North: Fruit Salad

- A distributed cloud computing platform that lets users exchange computing power for free internet access
- Developed website, user interface, and final presentation in 36 hours

### GLHF Magazine

- Founded the largest eSports magazine in the world with over 1,000,000 reads
- Managed an international team of 35 writers, editors, and designers to coordinate monthly production

## ACTIVITIES

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Theatrics Director 8/2014 — 12/2014  
Waterloo Orientation

Business Lead 1/2014 — Present  
Microsatellite Team

Academic Rep. 1/2014 — Present  
SYDE Class of 2017

## ACCOMPLISHMENTS

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- Singapore Engineering Exchange (2016)
- 1st place Waterloo Eng. Debate (2015)
- Top 10% of class (2014)
- Co-op of the Year Award NexJ Systems (2013, 2014)
- Sandford Fleming Junior Design Competition Award (2013, 2014)