

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 **\$10-50 million dollar customer escalations** including global VM 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.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