Ali Vira

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

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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 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%

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, working across 12 teams to implement changes and save 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 liasion, 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 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