

# Ali Vira

## Skills

Product Management  
Data & Analytics  
Human Factors  
Design  
UI/UX




## Tools

PowerBI  
Figma  
InDesign  
SQL  
Azure Data Explorer  
HTML & CSS  
C++

## Education

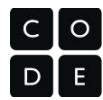
BASc, Systems Design Eng  
with Distinction  
University of Waterloo  
2017 (3.9 GPA)

Mechanical & Aerospace Eng  
Exchange Term, NTU Singapore  
2016

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8+ years of interdisciplinary Product & Founder experience, managing int'l teams and stakeholders, driving impact, and getting hands-on with design, systems, and software

## Experience



Senior Product Manager

Code.org

2022 - Present

New York, NY

- Led, defined, and implemented integration strategy, building partnerships & marketing plan to [scale Computer Science tools to over 25,000+ students](#)
- Developed solutions & [international partnerships to scale Computer Science education globally to India & LATAM](#) - including regions without internet
- Built analytics pipeline, engine, and tooling - [processing over 1,000,000+ daily events to enable metrics for entire organization](#)
- Managed the international user & platform experience, pipeline, and strategy, [decreasing costs by 83% and increasing throughput by 91%](#)
- Created and [implemented privacy & security-forward products](#) & strategies to ensure continued global compliance amidst evolving legal landscape



Co-Founder, COO

WeMeta

2021 - 2022

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







Microsoft Azure, Compute

2017 - 2021

Redmond, WA

- Grew a team of 2 to a global, cross-company initiative (50+ engineers) to develop core data & ML technologies [improving Azure-wide VM experience by 72%](#)
- Developed ML-backed global correlation engine to predict & diagnose customer impacting events - [decreasing customer-impacting regressions by over 56%](#)
- Designed and implemented customer workload-driven A/B testing pipelines, leveraged by all Azure teams to [improve customer performance & availability by 50%](#)
- Built automated machine-learning pipelines to identify, diagnose customer issues [improving detection, resolution time by 70%](#)
- Led teams to managed & resolve mission-critical [\\$50+ million dollar customer escalations](#) including global availability and performance crises (Sev. 0s)
- Pioneered program to apply developed technologies against other critical verticals including retention - [decreasing churn, improving platform unknowns by 78%](#)
- Founded & led org-wide Work-Life Balance and Culture team to [improve inclusion, productivity, and morale](#)

# 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
-  **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
-  **Banane Split**  
A one-page rails application for organizing & splitting bills


# 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 Ont. 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)

# Experience Ctd.

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**Product Manager**  
[Microsoft Azure, Deployment](#)

2015 - 2016  
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
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**Product Manager**  
[Complete Solar](#)

Winter 2015  
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%](#)
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**Program Manager**  
[NexJ Systems](#)

2013 - 2014  
Toronto, Canada

  - Researched, 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](#)
  - Conducted market analysis leading to partnerships, strategies, and new features
  - Audited existing processes, implementing changes to [save 2,400 hours yearly](#)
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**Founder**  
[GLHF Magazine](#)

2012 - 2014  
Toronto, Canada

  - Founded the largest eSports magazine in the world with [over 1,000,000 reads and featured twice by game publisher Blizzard](#)
  - [Managed an international team of 35 writers, editors, and designers](#) to coordinate production, organize workflow, and resolve conflicts
  - Optimized pitch submission process by building integrations with Submittable.com and training staff