

# Ahmad Bilal

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## Work

### Senior Product Manager

VMware – End User Computing (Bellevue, WA)  
April 2017 – Present

Working on Dell integration projects and strategic initiatives for modern device management and analytics from the cloud. Initiated feature work with press release and value proposition. Scoped and prioritized features. Authored functional specifications and product roadmaps. Designed user experience. Contributed to product architecture. Created product backlog and conducted sprints as scrum master. Tracked feature progress with development, test and UX teams. Coordinated feature work with multiple remote teams. Communicated project status with stakeholders. Created threat models for security review. Managed release requirements for feature on-boarding (architecture reviews, globalization, documentation etc.) and provided final sign off. Created demo videos for product announcements and internal knowledge transfer. Filed multiple patents. Created storyline and worked with external content producers on a sustainability marketing video for VMWorld.

Projects: Dell Provisioning for VMware Workspace ONE. Dell Command Suite (UEFI BIOS management & monitoring, OEM Updates) Integration with Workspace ONE.

Products: VMware Workspace ONE (AirWatch).

### Software Program Manager

Doosan GridTech (Energy Systems) – Power Systems Integration (Seattle, WA)  
March 2015 – February 2017

Managed a product from concept to delivery in an agile startup. Simulated energy storage systems for analytics. Contributed to software architecture and communication protocol design. Designed & prototyped UX. Authored customer-facing technical documents & internal functional specifications. Worked with external partners, including Doosan Heavy Industries (Korea), Snohomish PUD and University of Washington. Defined security process to handle sensitive customer data. Defined specifications and idea generation processes. Contributed to product roadmap & servicing strategy. Worked on integration of energy storage with solar PV and Demand Response. Created product vision for circuit management. More than doubled monthly Twitter stats organically multiple times, running social media campaign for the company. Led social media transition and engineering trainings during company's acquisition.

Projects: Optimizer UX Prototype (HTML/JavaScript/CSS, JQuery, Bootstrap). Scilab/C# Interface for Simulations (Scilab, Java, C++, C#). Various Simulations (Excel, VBA). Transmission/Distribution Communication Protocol.

Products: Distributed Energy Resource Optimizer (DG-DERO). Intelligent Controller (DG-IC).

### Program Manager

Microsoft – Windows (Redmond, WA)  
September 2012 – February 2015

Delivered multiple features in Windows kernel, across multiple releases and functions (development, test, content publishing,

legal, and management). Worked with internal and external partners (Intel, Qualcomm, Nokia, OEM's, and App Developers). Executed a pilot program with OEM ecosystem and app developers. Reviewed Linux kernel and AOSP source code. Performed competitive analysis, provided technical leadership in architecture, authored functional specifications and technical documents, reviewed developer design, coordinated project deliverables, contributed to patents, and completed release requirements (Threat Modelling, API review, and other assessments). Represented Microsoft at UEFI Plug Fest 2014 as member UEFI Spec Working Group (USWG). Published KB article – A UEFI mode system cannot boot after maintenance or servicing activity (KB3004880).

Invention: Predictive Prelaunch for Applications (US8811948 B2).

Projects: Windows Boot & UEFI. Event Tracing for Windows (ETW). Predictive Prelaunch. Task Scheduler. Android Subsystem. Core Partitioning.

Product: Windows 8.1.

### Software Development Engineer

Microsoft – Windows Phone (Redmond, WA)  
April 2009 – September 2012

Designed and developed user experience, API libraries and other components of Windows Phone camera. Work prominently highlighted in product marketing, and favorably reviewed by tech websites like CNet, Engadget and The Verge. Contributed to patents, and self-initiated defensive publications on innovative ideas. Helped designers with user experience design and contributed to usability studies.

Inventions: Smartphone Screen Color Temperature Correction Using Camera Sensor (IPCOM000225733D). Entry Points to Image-Related Applications in a Mobile Device (US20130318476 A1). Camera Phone Touchscreen Shutter Button with Autofocus (IPCOM000205124D). Above-Lock Camera Access (US8811948 B2).

Projects: Media Storage API (C++, WinRT). Camera Capture Stack (C++). Camera Application (C++, Markup).

Products: Windows Phone 8. Windows Phone 7.5. Windows Phone 7.

### Software Development Engineer

Microsoft – Live Labs (Bellevue, WA)  
September 2007 – April 2009

Designed and developed research-based software and web services. Generated project ideas, formed virtual teams, and presented project proposals to the management. Deployed and managed build system. Helped staff a new test team.

Projects: Storage Exchange Compression and P2P Network Components (C#, WCF, Service Bus). Political Streams Data Acquisition Service (C#, WCF). Mobile Client for Text-to-Speech Engine (C#, Windows Mobile). Live Search Image Grabber (C#). Image Manipulation Utility (C++). Listas Web Clipping (HTML, JavaScript). Photosynth Tests (C++).

Products: Live Labs Listas. Photosynth.

### Software Development Engineer in Test

Microsoft – Content Access & Protection (Redmond, WA)  
January 2006 – September 2007

Designed, developed, and automated functional tests for Windows media components. Logged highest number of self-host bugs in Windows Media Player, and highest number of

product documentation bugs in PlayReady Toolkit. Developed automated code coverage process. Interviewed candidates.

Projects: PlayReady Functional Test Suites (C++). HD-DVD IOCTL Support for Windows Vista (C++). Windows Media Player 11 Manual Tests. Pro Audio Compatibility Manual Tests.

Products: PlayReady Porting Kit. Windows Vista. Windows Media Player.

### Software Development Engineer in Test

*Microsoft – SQL Server (Redmond, WA)  
November 2000 – January 2006*

Designed, developed and automated stress tests for database client components. Designed and developed client/server automation tools and framework for stress testing, data reporting and analysis. Represented the team in high-visibility divisional stress team meetings. Performed code coverage analysis. Managed build system. Interviewed candidates.

Projects: ADO.Net Stress Test Suites (C#, ASP.Net). SOAP Toolkit Stress Test Suites (C++). SQL Server JDBC Stress Test Suites (Visual J++, Java). Stress Testing Tool for Java (JDK, Java). Stress Test Execution and Reporting Website (ASP.Net). Stress Results Reporting Service (SQL Server, ASP.Net). Stress Monitoring and Performance Data Collection Utility (C#, VBScript). Automatic Call Stack Analysis Tool (C#, VBScript). Client/Server Test Run Scheduler (SQL Server, ASP.Net, C++). Error Reporting Application Popup (Visual Basic).

Products: SOAP Toolkit. JDBC Driver for SQL Server. SQL Server 2005. Windows XP x64. Windows Server 2003 x64. Windows Server 2003. .Net Framework 2.0. .Net Framework 1.1. .Net Framework 1.0.

### Computer Engineer

*GIK Institute of Engineering Sciences & Technology – Faculty of Computer Science & Engineering (Topi, Pakistan)  
December 1998 – November 2000*

Assisted undergraduate courses, designed lab content, and conducted labs. Designed and introduced Intensive Programming Lab course in undergraduate curriculum. Mentored and coordinated student projects. Managed Windows and Linux/UNIX labs.

Courses: Introduction to Computing. Systems Programming. Object Oriented Programming. Computer Graphics.

### Intern

*GIK Institute of Engineering Sciences & Technology – Faculty of Electronic Engineering (Topi, Pakistan)  
November 1997 – December 1997*

Authored technical documents, and prototyped systems.

Projects: National Highway Authority Motorway Toll Collection System Documentation.

### Intern

*IBM – Sales & Support (Islamabad, Pakistan)  
June 1997 – July 1997*

Contributed to website design and other projects. Helped with customer support.

Projects: IBM Pakistan Website (HTML). Web Server Administration (RS/6000). Supreme Court of Pakistan Database (DB/2, OS/2, Visual Age Developer C++).

### Personal Projects

Material Design Lite Snippets for Atom (Open Source). Various fixes for Homebrew Casks. Remote Lighting Control (Node.js, Arduino). Geotagging Protests for a human rights blog (HTML, JavaScript). Music Scale Generator (C, Linux).

### Education

#### Master of Science in Computer Systems – Technology Management

*City University of Seattle (Bellevue, WA)  
January 2002 – July 2004*

Received Certificate of Presidential Honors. Authored various research papers on competitive analysis, technology management and strategic planning.

Project: Student Course Registration and Scheduling System (SQL Server, ASP.Net).

#### Bachelor of Science in Computer System Engineering

*GIK Institute of Engineering Sciences & Technology (Topi, Pakistan)  
January 1995 – January 1999*

Presented research paper at FAST IEEE Student Conference on CS & IT (FISC '98). Second place in SoftZone High-level Programming Competition. Conducted workshops on Visual Basic and Security. Worked as editor of Literary & Debating Society magazine. Created university's first electronic magazine over mail server. Designed university's prospectus for 1996-97. Did sound engineering and coproduction of a stage play at Cultural & Dramatics Society Drama Festival. Organized university's first tennis club.

Projects: Java-based Distributed File System with API (JDK, Java). User Interface for System Administration (K-Shell Script, AIX). Prototype of a Real Time Multitasking OS (C/Intel x86 Assembly). ActiveX Control to Access Hardware Ports (Visual C++). Cyber Mall for Internet Shopping (ASP). Port Forwarding and Telnet Software (Visual Café, Java). Simulation of Memory with Distributed Databases (Visual Basic). Parallel Image Averaging Using Task Farming (C/PVM, Linux). Extraction and Polygonal Approximation of Objects (C, Solaris). ABC Analysis and Classification of Items in Inventory (Visual Basic).

### Other Courses

Machine Learning. Astrobiology and the Search for Extraterrestrial Life. OpenADR Training. Program Management at Microsoft. Insights Discovery Training. Scenario Focused Engineering. Security Training. Software Metrics. Estimation using Wideband Delphi and Planning Poker. Practical Design for Developers. Development at Microsoft for Expert Developers. Smart Hiring. Technical Peer Mentoring. Win32 Programming.

### Miscellaneous

Published author in online and print media. Technology blogger. Volunteered for various non-profit organizations. Received diploma in Fine Arts from Ministry of Education, Government of Hungary. Guitar player and songwriter. PC builder, Linux user and open source enthusiast.