

JOEL DURAN

Product Manager: 5 Years • AI, B2C, & Platform Products • 0→1 Launches, Strategy & Global Scale
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EXPERIENCE

Microsoft | Redmond, WA

AI Product Manager – GenAI Features (*Copilot & Recall*)

(April 2023 – Jan 2025)

- Scaled Windows Recall, a zero-to-one AI-powered memory app, to support Intel and AMD devices, **unlocking 90% of TAM** & significantly broadening product accessibility and reach beyond its initial Qualcomm-only launch ([announcement](#)).
- **Increased user engagement by 15%** by optimizing Copilot's entry point to surface more contextually relevant actions.
- Partnered with Data Science to set model KPIs & launch gates; briefed leadership to inform launch readiness decisions.
- Assisted with global expansion of Copilot and Recall in the EU and China, aligning with regulatory (DMA/CTA) and localization requirements **to deliver compliant AI at scale, expanding TAM by 35% (~490M MAU)**.
- Designed & led grassroots GenAI dogfood program across 1.6K FTEs, **achieving 80% adoption validating novel features**.

B2C Product Manager – Windows 11 Education

(May 2022 – April 2023)

- Delivered [3rd Party Sign-In](#) for Windows EDU, enabling underfunded schools using Google to adopt Windows PCs with existing domains. **Resulted in boosting Windows EDU market share by 2% (1.2M devices)**.
- **Improved Windows 11 SE first boot time by 25% (39s)** by defining metrics & executing A/B tests on bottlenecks.
- Accessibility Champion; Led accessibility reviews to ship features like [Desktop Stickers](#), **enabling access for 168M MAU**.
- Developed a strategic roadmap for the Win EDU product, outlining key features and enhancements from 2022 to 2024.

Platform Product Manager – Windows Developer Tools

(May 2021 – May 2022)

- Architected secure SharePoint storage infrastructure for 10K+ Windows organization members, enabling confidential development of future Windows versions while sustaining only 1 security incident across 24 months (Windows 11 Launch).
- Led a 4K-strong developer platform, boosting feature adoption and **cutting build times by 83% (24hrs to 4hrs)**.
- Created new internal developer experimentation API, **enabling 25% faster delivery of prototypes** to beta audiences.
- Led end-to-end user interviews and synthesized insights into a roadmap artifact to inform ongoing strategic decisions.

IBM | Washington D.C.

Software Engineer (*Public Trust Security Clearance*)

(March 2019 – April 2021)

- Modernized NYS Dept. of Labor systems, **enabling 2.4M New Yorkers** to access critical unemployment aid during COVID.
- Supported FEMA as a DBA, enabling accurate floodplain mapping for 50% of flood-prone US counties (1K+).
- Accelerated automated testing for FDA apps by 10hrs (Pytest), supporting timely certification of regulated products.

Program Manager

(Oct 2015 – Aug 2016 & Jun 2017 – Aug 2017)

- Secured \$80K in new funding to expand IBM's flagship P-TECH 9–14 internship program, coordinating student placements and documenting experiences across NYC, Chicago, Connecticut, and Upstate NY.
- Supervised & mentored 50 IBM interns, overseeing interviews, placements, & mentorship program support across sites.

SKILLS & ENTREPRENEURSHIP

Technical Skills: Azure DevOps (ADO), LLM Prompt Engineering, Figma, Power BI, SQL, Python, A/B Testing.

Entrepreneurship: Launched [RiskByZip.com](#) to let users instantly check climate and disaster risks by ZIP code.

Certifications: fast.ai (in progress), Google [GenAI Leader](#), AWS [Solutions Architect](#) & [Cloud Practitioner](#).

Leadership & Volunteering: BAM & HOLA ERG Lead Member, Scholarship Reviewer \$182K in Awards. [P-TECH Mentor](#) (Career Coach for Brooklyn Students; Resumes & Panels).

Podcasts & Press: [Politico Interview](#), [Hella Latin@](#), [Quien Tu Eres](#), [Dominicans En Tech](#), [CodeAcademy](#).

EDUCATION

University at Albany, SUNY | Albany, NY

December 2018

B.A Major: **Computer Science** & Minor: Informatics