

WILL FRASIER

HUMAN-CENTERED AI — SYSTEMS SHAPED AROUND HUMAN CONTEXT, JUDGMENT, AND CREATIVITY.
FOUNDER & CTO · PRINCIPAL AI ARCHITECT · 18 YEARS AT MICROSOFT SCALE.

willfrasier@gmail.com
+1 425 652 6778
linkedin.com/in/will-f-2655b21
storystreameditor.com

01

SUMMARY

Founder and AI technology leader focused on human-centered AI: systems built to understand human context, emotion, creativity, and decision-making, not just generate output. Founder & CTO of Story Stream, a novel editing platform now used by thousands of writers worldwide. Eighteen years building AI, data, and full-stack systems at Microsoft scale, including four years on Edge's Growth team designing user-understanding and analytics infrastructure for hundreds of millions of daily users. The throughline across all of it: making systems understand people deeply enough to be genuinely useful.

02

MAY 2025
PRESENT

EXPERIENCE · SKILLS · EDUCATION

FOUNDER & CHIEF TECHNOLOGY OFFICER

STORY STREAM EDITOR · SEATTLE, WA

Founded and built Story Stream, an AI manuscript analysis platform designed around a human-centered belief: good AI should understand what people are trying to express, not simply produce text. The platform encodes the editorial judgment of real human editors into a deep narrative understanding engine, helping writers sound more like themselves, not less. Took the product from concept to launch and revenue as sole founder, owning the technical architecture, product experience, go-to-market strategy, and customer feedback loop.

- Built an agentic AI system that analyzes manuscripts across structure, character agency, theme, emotional arc, reader response, and craft — feedback that used to require a seasoned human editor
- Solved long-context inference for 80K–120K word manuscripts with a three-layer system (intent detection → wisdom selection → dynamic context fetching): 87–93% lower cost and 71% fewer tokens than full-manuscript approaches, 4–6 second responses at ~\$0.035 per paragraph
- Designed the product around human creative judgment, using AI to support a writer's intent rather than replace their voice
- Owned the full growth loop as sole founder: customer discovery, beta feedback, pricing experiments, and organic launch strategy; grew to thousands of customers and 10,000+ launch views
- Built the entire stack solo — architecture, infrastructure, security, APIs, payments, UX, and production quality (observability, quality gates, fallback design, AI integration tests)

2024
APR 2025

DATA SCIENCE MANAGER / PRINCIPAL AI ARCHITECT

AZURE, MICROSOFT · SEATTLE, WA

Led an 8-person data science team building ML and multi-agent AI systems for Azure data center operations, with a focus on sustainability, reliability, and operational efficiency across large-scale infrastructure.

- Architected multi-agent AI for real-time analysis of live operational datasets across tens of thousands of machines, owning the full stack from data pipeline design through inference
- Designed predictive ML models improving fleet reliability and reducing electricity consumption by ~0.5% across OpenAI training runs
- Led the 8-person team while staying directly involved in architecture, model design, and implementation decisions
- Advanced sustainability-focused analytics that aligned operational efficiency with environmental impact reduction

2017
2024

PRINCIPAL SOFTWARE ENGINEER / AI ARCHITECT

EDGE, MICROSOFT · SEATTLE, WA

Four years on the Edge Growth team building the infrastructure to understand what users were trying to do, where they got stuck, and why they left — hands-on systems engineering at the scale of hundreds of millions of daily users. The work spanned user understanding, retention, acquisition, churn prevention, experimentation, and analytics, and contributed to growing Edge's total browser share by several percentage points.

- Designed, invented, and implemented algorithms for intent detection (paying bills, signing up for school activities), focus-level measurement, and churn prediction from raw behavioral telemetry
- Built an emotional churn analysis framework — one of the first applications of LLMs to large-scale telemetry at Microsoft — producing causal breakdowns of why users left, then worked cross-org to ship fixes
- Built a distributed growth analytics platform combining behavioral signals, data pipelines, ML models, and experimentation infrastructure to help product teams optimize the user journey
- Created the Real-Time Emotion Parsing system (Microsoft Global Hackathon 2021 winner) to model user emotional state from behavioral signals in near real time
- Architected AI Digital Twins, a system that modeled user behavior deeply enough to reason about what was happening and why, not just report metrics (Microsoft Global Hackathon 2023 winner, later patented)
- Received a special award for outstanding engineering achievement in Edge

2012
2017

ENGINEERING MANAGER

MUSIC & TV STUDIOS, MICROSOFT · SEATTLE, WA

Managed a 7-person data engineering team building telemetry, analytics, and anomaly detection systems for media production workflows.

- Built telemetry and anomaly detection systems that reduced production defects by 30%
- Led data engineering delivery across reporting, diagnostics, and production quality initiatives
- Received a Gold Star Award for engineering impact

SKILLS

HUMAN-CENTERED AI

AI product strategy, human context modeling, intent inference, emotion analysis, behavioral telemetry, reader-response simulation, customer discovery

AI/ML

Multi-agent systems, LLM orchestration (LangGraph/LangChain), RAG, long-context inference, NLP, predictive modeling, neural networks

LEADERSHIP

Technical strategy, AI product development, team leadership, founder-led discovery, feedback loops, GTM

FRONTEND

TypeScript, React, Next.js, Tailwind CSS, Svelte, Angular

BACKEND

Node.js, REST APIs, Supabase, Stripe, CI/CD, Git, C#

DATA

SQL, KQL, Power BI, Jupyter, Pandas, NumPy, data visualization

EDUCATION

Bachelor of Arts — Classical Music Composition
University of Sydney, Australia

01 Microsoft Global Hackathon winner — 2021 (Real-Time Emotion Parsing) and 2023 (AI Digital Twins)

02 Patent: AI Digital Twins

03 Gold Star Award — outstanding engineering achievement

04 Microsoft high-performance program participant

05 Microsoft Certified Professional (3 courses)