**Profile:**

13 years of experience working as a Business Analyst and Product Manager (8 years) in various industries including **Biotechnology-Retail, Banking/Financial Services, Film/TV media, and healthcare.** Skilled in business analysis, project management, account management, data analysis, on-site/offshore team management, and coordination.‬

**Summary:**

* Experience in working closely with project stakeholders (Sales, legal, compliance, call center team), SMEs, and technical teams to understand and write the requirements (user stories) & specifications documents for various projects.
* Used **JIRA** to write user stories from the business requirement and coordinated with data architect, developers, and testers for complex projects during the SDLC.
* Expertise in creating project artifacts such as Business Requirements Document (**BRD**), Impact Analysis, Use Case Documentation, Requirements Traceability Matrix (**RTM**), Business Rules Spreadsheet (BRS), Functional Requirements Document (**FRD**), Data Mapping Document, and Systems Requirements Specification.
* Experience in creating the use case, business rules, and activity diagram using **JAMA**.
* Hands-on expertise in **UML** Modeling like Activity Diagrams, Sequence Diagrams, Use Case Diagrams, Process Workflow Diagrams, Interaction Overview Diagrams, & Timing Diagrams.
* Conducted **UAT** sessions and gave demos to the business users and customers.

**Education:**

* Bachelors of Engineer **(B.E.)** in Computer Technology, Nagpur University, India
* Master of Business Administration **(MBA)** in Marketing, National University, San Diego, CA
* Certified **SAFe® 5 Agilist**
* Certified ScrumMaster® **(CSM®)**
* **Google Analytics** Certified

**Tools/Skills set:**

* Agile - Scrum Methodologies, Kanban, JIRA, Confluence.
* UI/UX prototypes: Figma and InVision.
* CRM: Salesforce
* ERP: SAP.
* Use case and business rules: JAMA tool.
* MS Office proficiency (Excel, PowerPoint, Word, PowerPoint, and Visio), SharePoint.
* Collaboration tools: Slack, Zendesk, MS Teams.
* Basic knowledge of SQL, Tableau, XML, CSV, HTML, and standard metadata.
* Fluent in Google Suite (G Suite), OneDrive, Outlook.
* Methodologies: Agile (Scrum) and waterfall.

**Area of Expertise:**

Price Increase, SMS, Toggle, AI Companion, Currency Launch, Building Ecommerce portal, UI/UX design, UAT, Digital Customer Support, Localization, Login and PW reset feature, 2FA – 2-factor authentication, OTP – One Time Passcode, Bio Authentications (fingerprint and face recognition), Password Reset, and Login Applications. iOS, Android, mobile, and desktop browsers, JIRA, Confluence, Epic, Digital Authentications, Data Visualization, Salesforce, SAP, Media Management, UI/UX Insights.

**WORK EXPERIENCE:**

### **Business Systems Analyst/Product Manager, e-Commerce June 2022 to Present**

### **Zoom Video Communications San Jose, CA (Remote)**

**Responsibilities**

**Project**: Worked on Zoom’s multiple projects like Zoom One Pro and Business Plus annual and monthly price increase, Zoom AI Companion, Updating [Zoom’s pricing page](https://zoom.us/), Worked on partnership project like Adobe and Logitech, Personalization Telemetry Toggle, Translated AI captions, Company Set up (Onboarding Zoom Products), Zoom Clips, Zoom Scheduler, Currency Launch, Essential Apps. Free user rollout, Video SDK etc.

* Collaborated with **UX designers and data scientists** to develop intelligent service solution capabilities that deliver an exceptional user experience.
* Partnered with **Sales, Marketing, Trust and Safety, Privacy, Finance, E-Commerce, Legal**, and other business teams to understand the root cause of their needs and elicit business requirements for system changes.
* Worked with **legal** to comply with the **Children's (minor) Online Privacy Protection Act** not allow below 16 to create Zoom Account.
* Created **System design** and **impact analysis document** for developers and QA team and **root cause analysis** document of critical defects for quick turn-around.
* Collaborated with **Salesforce** and other technology teams (**Zuora**, **Billing, Data Science and Engineering**, in-house systems) to deliver cross-functional projects under strict timeline.
* Performed **research** to understand market needs and identify customer pain-points and created **BRD and PRD** docs.
* Set roadmap and lead **backlog refinement** sessions and documented requirements, and translated to User Stories in Jira.
* Lead system and user acceptance testing, negotiating with business stakeholders, track defects, and obtaining stakeholder deployment sign-off via **UAT Demos/Trainings.**
* Ran **SQL** queries to extract reports and read the dashboard.
* Managed **post go-live support** on all projects to ensure all functionality is stable and working as expected.
* Ensured all project deployments are documented in accordance to compliance/audit via **JIRA**.
* Coordinated sprint planning for 5 engineers, 4 QA, and architect prioritizing work for client facing features.
* Performed **A/B** **testing** to understand which version of the products works best with different demographic.
* **Demoed** features and functionality weekly to cross functional project team for feedback and iteration.
* Performed **data migration** plan for more than 3 million customer accounts for Zoom One Pro, Business monthly and annual users. Built tools to instrument, measure, and track **KPIs**

### **Sr. Business System Analyst/Product Manager**

**Cepheid, Sunnyvale, CA (Remote) June 2021 to June 2022**

**Responsibilities**

**Projects 1:** I am currently a part of the greenfield project where our team is building an ecommerce portal (Desktop, mobile, and tablet) for the Cepheid sales team and the customers. (Our end customers are hospitals, laboratories, etc.). This portal would help our customers and sales team to buy products, track their orders and shipment details. I am mainly responsible for gathering requirements from the sales team and customers, documenting them. I also conducted UAT with the Cepheid’s Sales team and customers. I am also responsible for working directly with Digital Custom Support team and resolve the customers issue with the development team.

**Project 2:** I am **responsible** for **localization** of MyCepheid portal in various language for our international users.

**Responsibilities:**

* **Gathered business requirements** from the support (call center), sales, legal, InfoSec, and compliance team.
* Worked closely with the sales team and customers to understand the requirement, document it, and write it into the user stories form in **JIRA**.
* Worked closely with **UI/UX** team and make them understand the business requirement and gave them suggestions on the design flow from the user’s point of view. Used **Figma** for a prototype.
* Worked on open cases in salesforce with **Digital Customer Support and dev** team to troubleshoot and resolve customer’s complaint.
* Created reports in **Salesforce** and shared with leadership.
* Used **SAP system** to verify sales orders and shipments related data on the DCX portal.
* Created instruction guide and troubleshooting document for the Digital Customer Support team.
* Created change control document and sent it to the solution architect after each **UAT** release.
* Created translation document for the entire UI and worked with 3rd party vendor **TransPerfect** to get the translations 14 + different languages.
* Worked closely with architects, developers, and QA engineers to make them understand the requirement.
* Created **UAT plan and test scripts** and **conducted UAT sessions** with the sales team and logged the defects found during UAT testing.
* Actively participated in various **scrum ceremonies** like a daily standup, backlog refinement/grooming, sprint planning, Sprint Retrospective, and Sprint Review sessions.
* Created **data flow diagram** for the dev and QA team to make understand the flow.
* Took initiative to change the existing login, account creation and password reset flow and recommended solution design to the product, UX and development team.
* Worked with the cross-function team to implement the feature which is interdependent with our scrum team and to understand their needs and ideas on how to better collaborate.
* Created presentations and presented them in front of the leadership to show the functionalities completed in every release.
* Made recommendations to the leadership on the functionalities so that the sales team and customers get the user-friendly UI experience.

### **Sr. Business Analyst/Product Owner**

**Wells Fargo, San Francisco, CA Nov 2019 to June 2021**

**Responsibilities**

**Projects –** Login App, Password Reset and Enrollment (Web and Mobile browser, Native App, Apple iOS, or Android OS platform)

* Lead and execute full development lifecycle activities - design, develop and test enhancements in alignment with internal business process requirements.
* Worked as a subject matter expert (**SME**) across various finance application platforms.
* Collaborated with cross-functional teams to identify system and process improvements, delivering business and technical requirements with business rules, concept maps, process maps, user flows, and user acceptance tests (**UAT**).
* Worked as an effective liaison between the business and technical team and provided digital solutions for complex business requirements.
* Created interactive clickable **prototypes** using **InVision** and gathered instant feedback from users/stakeholders.
* Worked closely with the Product Owner, UX product designer, QA engineer, and UI developers.
* Worked closely with the Product Owner to priorities stories in the backlog and assigned them to the technical team.
* Lead backlog refinement sessions with a cross-functional team (Developers, QA, XD-Experience design) to understand a vague request and its true business needs and extracted and documented requirements, then translated to User Stories in Jira.
* Used **JIRA** to write functional (business), technical, testing & defects user stories and created the spikes.
* Wrote **Acceptance Criteria** in the **Behavior Driven Development (BDD) format.** (**Given When Then**).
* Created business requirement artifacts – including Business Requirement Document (**BRD**), Requirement Traceability Matrix (**RTM**), Use Cases, and Business Rules documents.
* Updated and added new business rules, activity diagrams, use cases in **JAMA** for various projects.
* Conducted/facilitated acceptance tests for solutions with the user community, including, **development of UAT test scenarios and test scripts, test plans, and test cases.**
* Used **MS Visio** to represent the system under development in graphical form by defining **Use Case diagrams**, **Activity diagrams, screen mock-ups, and workflow diagrams.**
* Worked closely with Product Owner and acted as Proxy product owner in gathering requirements, converting them into user stories, and establishing Acceptance Criteria. Documented project decisions and project meetings.
* Worked closely with Business Intelligence Unit for creating risk elimination models to understand trends and patterns in Debit cards & Electronic Fraud.
* Created an excel report of JIRA **user stories** and shared it with business users to plan for future sprints.
* Worked with business partners to identify **data reporting**, systems, or processing improvements.
* Worked closely with quality assurance (QA) and development team to clarify the business requirements and created and provided appropriate documentation.
* Responsible for **Troubleshooting** project issues with senior leaders and engaging appropriate resources as needed.
* Worked with department leads and Platform Lifecycle Manager to analyze existing business processes, systems, and analytical tools to identify pain points and opportunities for improvement.
* Worked with cross-functional, geographically dispersed teams to improve, define, and manage new business processes and help develop overall technology solution design.
* Actively participated in various scrum ceremonies like a daily standup, backlog refinement/grooming, sprint planning, Sprint Retrospective, and Sprint Review sessions.
* Worked directly with the Risk, Compliance, and Legal team to get approval for the English and Spanish content.
* Implemented multimillion dollars application projects like login management and password reset (forgot/change password) and applied security features like OTP (One Time Password), 2FA (2-factor authentications), and Biometrics (Face Recognition and Fingerprint).
* Implemented new features for different account types like Demand Deposit Account (DDA), ATM, Credit Card, Personal Line of Credit, Brokerage, Mortgage, etc.
* Enhanced existing features on various account types like Certificate of Deposit, Individual Retirement Account (IRA), Trust, Personal Installment Loan, Commercial Line & Credit, Retail Services Credit Card, Student Loan, Auto Loan, and Institutional Retirement and Trust (IRT) (External 401k).
* Gathered and documented requirements for Wells Fargo’s Institutional Retirement and Trust (IRT) (External 401k) system.
* Worked closely with the user community and Subject Matter Experts (SMEs) to capture, refine, validate, and communicate, in clear and concise language, the requirements of business systems.
* Gathered requirement to customize and enhance existing traditional and Roth retirement system.
* Created document to toll overqualified Employer-Sponsored Retirement Plan (QRP) such as 401(k), 403(b), or Governmental 457(b) into IRA.
* Implemented authentication methods like email OTP, SMS OTP, RSA FOB, Voice Response Unit (VRU) OTP, Push OTP, Verbal OTP, out of the wallet (OOW), DDA PIN, Credit Card CVV & Expiration Date, and Personally identifiable information (PII) in username and passwords flows. PII includes information about your date of birth, Social Security Number (SSN) and Last Name, etc.
* Adhered and complied with all applicable federal and state laws, regulations including Anti-Money Laundering, Americans with Disabilities Act (ADA), Unfair, Deceptive, or Abusive Acts or Practices (UDAAP), Anti-Bribery and Corruption, etc.

**Business Operations Analyst**

**Vubiquity, an Amdocs Company - Burbank, CA April 2016 to Oct 2019**

**Employer – V2Solutions**

**Responsibilities:**

* Adept at writing business requirements and technical requirements, data gathering, and following up on project action items.
* Worked closely with project stakeholders to document requirements and the associated use cases to thoroughly define and represent the mandated functionality and results.
* Acted as liaison between the business, third parties, and various teams to incorporate requirements, enhancements, and feedback while ensuring regulatory compliance and proper articulation of the brand.
* Identified, documented, and communicated possible gaps in requirements, and at times collaborate with other SMEs to provide possible solution options.
* Performed functional and/or technical analysis of business requirements and document the results.
* Used **JIRA** as a **ticking system** to resolve the error.
* Used confluence to write business rules.
* Conducted JAD session with technology team to make them understand what the business wants the system to do.
* Planned the **UAT testing,** test plans, test cases and worked with the business users for UAT test execution in developing the training documentation.
* Resolved and addressed escalations and general inquiries received from the client and helped find solutions for them.
* Responsible for coordination of overall Digital Distribution, Metadata Operations, and Client Services division.
* Created and implemented the workflow, processes, trackers, and **SOP's** for account management and customer success division while driving the scalability of these processes.
* Managed thousands of Film and TV titles released on various OTT platforms in the US and Canada.
* Managed client and offshore team for the daily deliverables and worked with major media studios across the world.
* Expertise in media distribution of EST, VOD & SVOD, etc. platforms and an understanding of linear and nonlinear programming workflows & technical specifications.
* Film and TV localization while the creation of the Spanish package for the English titles.
* Detailed understanding of descriptive metadata and digital packaging.
* Worked on OTT devices like Apple TV, Roku, Fire, and Android TV.
* Responsible for monitoring Feature and TV packages created and published on daily basis based on the studio avails.
* Performed creation, maintenance, and distribution of quality control and standard operating procedure documentation and policies using **Confluence**.
* Trained onsite and offshore business and data analyst team on workflow changes, business rules related to the new clients.
* **Removed impediments** or guided the team to remove impediments by finding the right personnel to remove the impediment.

### **Business Analyst**

**V2Solutions (Subdivision Spherex) – Burbank/Santa Clara, CA Jan 2013 to Mar 2016**

**Responsibilities:**

* Key participant in scrum team **agile** ceremonies including backlog grooming, sprint planning, daily scrum, sprint reviews, and retrospectives.
* Gathered and documented complex business and functional requirements based on the project scope by directly meeting with the client manager and their business team.
* Conducted daily Scrums and demos and retrospective meetings and reported to sponsor on program milestones delivered.
* Transformed business and functional requirements for our data governance and development team for the implementation of any new feature or enhancement of existing web application features.
* Performed User Acceptance Testing (**UAT**) to make sure it can handle the required tasks which we promised to the client.
* Worked closely with the agile coach to implement best industry practices on Agile Scrum for the scrum development team.
* Used **JIRA** to track, plan and manage all agile project management-related activities.
* Prepared and conducted a PowerPoint presentation in front of the existing client to demonstrate the new feature added in the web application.
* Successfully onboarded 4 new customers to the internal platform from providing a solution to initial handholding to all the way to streamline operations.
* Managed onboarding & training of new clients into the Spherex data product.

**Business Analyst**

**Kaiser Permanente, Cleveland, Ohio Oct 2012 to Dec 2012**

**Responsibilities:**

* Implemented ICD transition project from ICD-9 codes to ICD-10 codes.
* Gathered Business Requirements. Interacted with the Product Owner, Project Manager, and other actors to get a better understanding of the Business Processes.
* Responsible as the primary liaison between the Business, Operations, and technical areas throughout the Project Cycle.
* Used JIRA to create, maintain and track the business, technical and testing requirements in the form of user stories.
* Created Systems Documentation included Business Requirements Document (**BRD**), Systems Requirement Specification, and test plans.
* Prepared end-user’s documentation and conducted training for the end-users.
* Provided support to the development of training materials and training activities related to the healthcare tools and applications.
* Created "**AS-IS" and "TO-BE"** business process flow diagrams, integrated process flow diagrams to show one end-to-end business model and process mapping exercise including swim lanes.

**Marketing Research Analyst/ Business Analyst**

**CitySocial - Palo Alto, CA March 2010 to Sept 2012**

**Responsibilities:**

* Planned, developed, coordinated, and participated in various sales and marketing research activities to identify customer preferences and attitudes and to enhance products and services.
* Conducted research on consumer opinions and sales and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.
* Compiled and analyze data to identify sales trends and/or opportunities and develop them into actionable tools that will drive the sales and distribution of CitySocial brands.
* Created training material for the new employees and train the new sales and marketing team about the existing product.
* Tracked, measured, and report KPIs for strategic sales initiatives.
* Prepared and delivered presentations to new and existing clients. Met with users and demonstrated service package.
* Created and maintained social media business pages on Facebook, LinkedIn, and Twitter for clients.
* Gathered data on competitors and analyzed their prices, sales, and method of marketing and distribution.
* Managed sales pipeline and created a territory strategy.
* Analyzed Sales Operations budget and identify opportunities to optimize or improve efficiencies.