Aishwarya Singh

Business Analyst
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PROFILE:

Success driven business system analyst with 5+ years of experience eager to join the team. Proficient in providing analytical support for diverse business projects. Maintaining a record of improving productivity, expert in business cycle management, business data clarification and eliciting project requirements. Driven by low supervision, strong leadership, and high competence, written & verbal communication skills shared with ability to work under pressure to keep up with the deadlines.

CERTIFICATION:

→ **Scrum Master Accredited Certification** (International Scrum Institute).
→ **Lean Six Sigma Green Belt Certification**

PROFESSIONAL SUMMARY:

→ Overall 5+ years of experience as a **Business System Analyst/ Scrum master** in IT industry.
→ Experience in various **Software Development Life Cycle (SDLC)** such as **Waterfall and Agile methodologies - SCRUM, SAFE**.
→ Communicated with different **SME's, Developers, Testers, higher level management** and other stakeholders to develop a quality project and worked on delivering the product within budget without any **Scope creep** to reach the deadlines on time.
→ Proficient in Microsoft Office tools like **MS Access, MS Visio, MS Excel, MS Word, MS PowerPoint and MS Project.**
→ Thereby, proven success in **Impact Analysis, Cause and Effect, GAP Analysis (As-Is and To-Be Analysis), SWOT Analysis** and assisted the project manager in **Cost Benefit Analysis, Work Break Down Structure** and **Critical path analysis.**
→ Facilitated and gathered requirements through **Requirements Gathering Sessions** using various **elicitation techniques** like **Prototyping, Interviews, Requirement Workshops, Telephonic interviews, Survey/Questionnaire, Brainstorming** and **JAD**
→ Analyzed source systems and business requirements**,** to develop **User requirements, Functional** and **Nonfunctional requirements**.
→ Well versed with Web analytics tools, Adobe Analytics, Tealeaf & Google Analytics.
→ Documented Requirement Artifacts such as **Business Requirement Document** (BRD), **Functional Requirement Document** (FRD), **System Requirement Specification** (SRS), and elaborative expertise with **Change Management Handling.**
→ High expertise in tracing requirements throughout the development process and verifying their adherence to **Requirement Traceability Matrix (RTM)** and **RACI chart,** preparing test cases with the help requirements gathered with proper tracing back and forth.
→ Highly experienced in creating **Mock up screens, Wireframes** and **Prototypes** to assist the UI team for better understating of user interface requirements and sit with the SME'S to get more insights on **Graphical User Interface** for the system.
→ Designed the **UML diagrams** such as a **Use case diagram**, **Activity diagram**, **Sequence diagrams** and **Data Flow Diagrams** by using **Rational Rose** and **MS Visio** and wrote use cases for the development team based on the requirements gathered.
→ Proficient in Microsoft Office tools like **MS Access, MS Visio, MS Excel, MS Word, MS PowerPoint and MS Project.**

EDUCATION

Tarleton State University, Stephenville   **May 2016**
Bachelor of Business Administration
Minor in International Business
Relevant Coursework: Business Statistics, International Marketing, Business Law, Business Communications, Finance and Accounting.

Indiana Wesleyan University, Marion, IN
2019-Present
Masters in Information Technology Management
Relevant Coursework: Ethical Legal Aspects of business, Management Information system, Cyber security management, Decision Making in Business, Marketing Management.

TECHNICAL SKILLS:

SDLC Methodologies	Waterfall, Agile, Scrum, Kanban, SAFe
Project Management Tools	TFS, MS Project, HP ALM/QC, Test Manager, JIRA, MS Visio, CA Agile, MS Office (Word, Excel, PowerPoint)
Database	My SQL, SQL Server 2008/2012, Oracle, MS Access
Design Tools	MS Visio, UML, MS Visual Studio, Eclipse IDE, Zeplin
ETL Tools	Informatica, Microsoft - SQL Server Integration Services(SSIS)
Reporting Tools	Tableau, Microsoft - SQL Server Reporting Services(SSRS), EXCEL
Graphical Tools	Mock-Up Screens, Wireframes, Axure

PROFESSIONAL EXPERIENCE:

Senior Digital Business Systems Analyst,
Anthem, Norfolk, Virginia —   02/2019-10/2020

Project: The goal of the project was to provide a better user experience to 72 million customer across Sydney Mobile Applications (iOS and Android) and Anthem Consumer Portal Website. Leveraged Adobe analytics, teammate and zeppelin to create a 4.5 star rating product.

Roles and Responsibilities:

- Worked on the Sydney Mobile app for the Commercial line of Business along with an app for Medicaid.
- Acted as Scrum Master along with being a business analyst: conducted daily stand up meetings, developed burn down chart, product backlogs and release backlog.
- Customized and incorporated grasshopper with the existing JIRA in the project for better communication and clarity. Raised bugs and issues throughout the project.
- Coordinated activities between the business house and technical staff, in developing new methods, policies, and procedures to meet the business needs, and has acted as a Subject Matter Expert.
- Creating user flow diagrams, wire frames for developing the prototype of a mobile phone application. Followed agile methodology and SCRUM meetings to track, optimize and tailor features to customer needs.
- Worked on React and react-native platforms with swaggers and api documentation.
- Identify opportunities to improve design processes, improve online design standards and create new resources to improve team learning and productivity.
- Documented "Lessons Learned Document" after every sprint and proposed new plan of actions for these sprints.
- Coordinate between client and offshore team to enable system support from offshore, Develop production support (24X7) guidelines describing mechanism for production call reporting, resolution, escalation etc.

- Knowledge transition and Responsibility transition to offshore team, responsibility to establish a strong working relationship with the client.
- Serve as a point of contact for the client's stakeholders and provided customer support in addition to team building with on and off shore agile teams.
- Experience collaborating and working with various IT teams and businesses.
- Create story board of back log items in Agile and develop item according to business needs.
- Wrote data definitions (Glossary of Terms) for IT and software development teams
- Elicited requirements by analyzing the blueprints already available to document business and functional requirements documents.
- Acted as a liaison between system users, client managers and software development team to gather requirements and document workflows and results of Business Analysis into the Business Requirement Document BRD.
- Creating service request documents developing project documentation. Training offshore team members and developing mirror resource.
- Successfully used Agile/Scrum Method for gathering requirements and facilitated user stories workshop. Documented User Stories and facilitated Story Point discussions to analyze the level of effort on project specifications

Digital User Experience Analyst,
Anthem, Atlanta, Georgia   **— 09/2018-01/2019**

<u>**Roles and Responsibilities:**</u>

- Designed Context Diagrams, Use Case Diagrams, Data Flow Diagrams, Activity Diagrams for the client.
- Conducting Joint application development (JAD) sessions for gathering requirements, and Rapid application development (RAD) sessions to converge early toward a design acceptable to customer and Request for Proposal (RFP), Request for Information (RFI).
- Coached and developed a distributed team of business executives and technical professionals regarding Agile roles, routines and responsibilities resulting in a more thorough understanding of Scrum/Kanban and a faster start up time to developing software.
- Applying good judgment in balancing and advocating for the use of agile delivery concepts and business analysis tools and techniques
- Provide technical, business, management expertise, and support the Department of Health and Human Services and Centers for Medicare Advantage and Medicaid Services \(CMS\) in building and maintaining a comprehensive enterprise architecture program.
- Created, maintained and updated training documentation including SAP procedures aligned with company objectives. Scheduled and conducted SAP, MS Office, and customer service soft skills training. Led team meetings and delegated tasks to support participation, problem solving, and results.
- Provide technical, business, management expertise, and support the Department of Health and Human Services and Centers for Medicare Advantage and Medicaid Services (CMS) in building and maintaining a comprehensive enterprise architecture program.
- Actively monitored user feedback on App store and google play and categorized based on different features and made appropriate enhancements.
- Worked- Wire-framing, User Interface Experience/Design, UX DesignPersonas, have coordinated internet content deploying efficient communications solutions that drive sales growth
- Evaluated employee progress and set plans for achieving corporate goals of growth, operational excellence, leadership development and customer focus.
- Maintained database for customer service associates to track training and measure results.
- Provided daily leadership and communication to employees so that customer inquiries were responded to timely, efficiently and in a knowledgeable, professional manner.
- Led agile scrum team to add enhancements to Confidential web site. Enhancement features relating to user interface and navigation, show loan types and rates, page add-on for FAQ, content management revisions, addressing vulnerability assessment findings, and site catalyst reporting
- Work with CMS business owners to define their target goals and propose alternative business solutions
- Lead and trained 10 process analysts from the defect triaging team on stream lining the process.

- Effectively translated high-level business requirements into detailed functional Specifications and made changes to the specifications accordingly.

Digital Business Analyst,
Utah Health and Human Services, Salt Lake City, Utah.   — 04/2018 - 09/2018

<u>**Roles and Responsibilities:**</u>

- Involved in defining the source to target data mappings, business rules, business and data definitions for EDI 837.
- Have in-depth knowledge of Software Development Life Cycle (SDLC) methodologies, assisting and working as Scrum Master on several projects, vast experience working in Agile, Waterfall, RUP methodologies. Primarily in Agile methodology. Handling Scrum team offshore and onsite.
- Create various Data Mapping Repository documents as part of Metadata services (EMR).
- Well versed with HIPAA, Facets, claim adjustments, claim processing from point of entry to finalizing, claim review, identifying claims processing problems, their source and providing corresponding solutions.
- Work closely with points of contact assigned to the external dependencies and facilitate intergroup communication and dependency resolution.
- Participated in System, Regression and Acceptance Testing.
- Worked as a part of scrum team, in an agile methodology with sprint cycles, daily stand ups.
- Reviewed the business rules with the developing team and modified based on Technical Specification and software requirements specifications (SRS) using Pega Rules Process Commander.
- Identified and documented business needs and created detailed Use Cases using UML, and collaborated with production team to identify system gaps and developed functional requirements documentation (FRD).
- Derived functional specifications using UML models including user case diagram, activity diagram, and sequence diagram, and collaborated with software architects and developers to ensure that the applications conform to the requirements and helped to understand the business flow.
- Conducted statistical analysts, Gap analysis and Go-No-Go Analysis for enhancements projects.
- Strong experience in preparing User Acceptance Testing UAT, and documenting of test cases.
- Country wide/ State specific analysis reports based on real time fired rules for various LOB & products for National / state product owners
- Adept in identifying Functional Points and converting Business Needs into Business Requirements Design (BRD) & Software Requirement Specifications (SRS), and user interface specifications.
- Monitored, tracked and documented the progress of the project by use requirement traceability matrix.
- Developed process decomposition diagrams, data models, data flowcharts, entity relationship diagrams, screen mockups and state diagrams.
- Lead the process modeling effort of three work stream teams for Clinical Edits. Responsible for User Acceptance Testing.
- Created additional documentation to communicate planned system functionality and implementation processes to the business and development teams consists of the following: Use Cases & Process Flows.
- Identified and documented business needs and created detailed Use Cases using UML and collaborated with production team to identify system gaps and developed functional requirements documentation (FRD).
- Analyzed, coordinated, documented and managed project processes and quickly responded to requirement changes. Created test plans, scenarios, test cases and test execution using ALM platform
- Synthesized User Interface and Business Process Requirements and translated it into the Business Requirement Document (BRD), to be used as input to the functional design specifications.
- Used MS SharePoint to management requirement document and track requirement.
- Created client facing User Manuals and detailed Easy to Use guide.
- Wrote SQL Queries, Functions and Triggers to validate all possible business rules.
- Imparted training to the end business users on the new enhancements/application.
- Experience in developing Work Flows and Activities, Rule based Business Process Management using Decision tables, Decision maps, Declarative expressions, Constraints, and Indexes.
- Developed process modeling training presentations for the client's modeling team

Procurement Business Analyst (Mobile & Web)
BlueCross BlueShield, Chattanooga, TN —   **1/2017- 04/ 2018**

Roles and Responsibilities:

- Participate in interviewing, developing and gathering business and stakeholder requirements through JAD sessions, emails and surveys.
- Developing, analyzing and documenting the Business requirements in Blueprint
- Break down the business requirements into functional and non-functional requirements and maintain traceability among the requirements and rules.
- Excellent product knowledge and expert in Results Customer Experience standards and, and good grasp/understanding of customer care expectations, and CX and verifications guidelines
- Conduct meeting for compliance touch points with the business.
- Write user stories in RTC and validate feasibility for testing.
- Documented all the gathered information and prepared AS_IS and TO_BE process.
- Converted requirements in different slots of documents; Business Requirement Documents, Functional Requirements Documents, Non-functional Documents.
- Working on JIRA tickets related to Adobe Analytics dashboard, Ad-hoc Analysis reporting process documents, tracking issues etc.
- Developed detailed Use cases and User Interface specifications for the features implemented, Prepared Activity Diagrams (UMLs) as a part of Use Case Specifications in MS Visio.
- Creation and troubleshooting of Target campaigns - Targeting Experience, A/B campaigns,
- Develop regular and ad-hoc reports / dashboards as requested by user groups or stakeholders, perform analysis on data as required.
- Drive the customer-centric mindset in the organization by promoting CX collaboration with other teams
- Plan and execute formative and summative user research studies to increase quality, ease-of-use and the overall user experience of our cloud services
- Work as a Business Analyst and User Experience expert together with the NEO scrum team developing the front-end experience of the new Global AM client portal solution on the NEO PlatformWork closely with the Business SME's for all involved regions to define and detail out the business requirements for the user experience on the client portal
- Create designs that align with the user needs. Drives design of highly usable Web application interfaces, user experiences and motion graphics for online learning by working directly with Sales, Instructional Designers, SME's and Product Managers. Is responsible for personal alignment internally and with clients on continuity between initial design specs through final user experience
- Scheduled a Joint Application development session with end-users. Gave a demo of the prototype and got feedback from the focus group. Turned that feedback into future enhancements/suggestions.
- Analyzed, documented and reported customer performance measurements. Facilitated customer meetings and shared results and opportunities with key stakeholders.
- Supported managers to facilitate monthly forecasting activities and conducted Gap analyst, root cause analysis, and lessons learnt workshop.
- Supporting in planning, designing, and development of business processes and provided recommendations in enhancing and expediting business activities
- Assisted in the development of market research analysis.
- Served as a liaison and conducted the project meetings successfully by coordinating all users, technical staff and support personnel.

Technical Analyst,
DavitaRx, Coppell, Texas   **— 06/2016- 12/2016**

Roles and Responsibilities:

- Designed the business requirement collection approach based on the project scope, Created Business Analysis using agile methodology

- Conducted interviews with key business users to collect requirement and business process information.

- Created project plans, style sheets and templates to analyze and estimate feasibility, cost, time and general guidelines for project team.

- Facilitated JAD (Joint application development) sessions with business users and development teams to drive out detailed business requirements.

- Create design style guides integrating Apple HIG and Google design guidelines, including patterns, color palettes, typography specifications, UI element positioning and other graphic standards.

- Evaluate, define and design Internet applications for successful client experiences for commercial banking customers.

- Actively participates in calibration sessions with the Client and Results CX Team; supporting CX Standards between Client and Results

- Develops strong partnership with Client CX/VOC contacts to ensure CX goals and objectives are calibrated. Ensures that Client CX and Corporate Customer Satisfaction goals are met or addressed in a timely manner

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- Create hi-fidelity interactive wireframes to demonstrate functional user interfaces designed to meet business objectives.

- Collaborate with product managers, front-end developers, and business stakeholders on concept generation through product release.

- Make informed recommendations on design strategies and best practices supported by industry standards, UI/UX research, and current business practices.

- Performed extensive data analysis using MS Excel and gap analysis.

- Stored and modified requirements in MS - Word. Documented business requirements with wireframes and mockups to explain in detail the business implications and impacts.

- Managed SharePoint Designer workflow creation. Analyzed functional, non-functional requirement and technical requirements and prepared deliverables including Software Requirement Specifications, User Interface Specifications, data mapping screen mock-ups, report mockups.

- Developed detailed Use cases and User Interface specifications for the features implemented, Prepared Activity Diagrams (UMLs) as a part of Use Case Specifications in Photoshop.

- Involved in Requirement Elicitation and maintaining requirements from Inception through Construction phase. Analyzed and prioritized user and business requirements as system requirements that must be included while developing the software. Conducted Business Analysis and Data Analysis.

- Designed flexible project foundation enabling rapid implementation of e-commerce website capabilities.

- Helped to develop wireframes and graphical data visualization for client.

- Created Use Case Diagrams, Activity Diagrams, Sequence Diagrams, Data-flow Diagrams in MS Visio. Prepared functional requirements to define the system rules by creating Use Cases, Interface design.

- Assisted Customer Service, Sales and Marketing departments with customers account for billing and promotion errors.

• Created different graphs and charts such as Pie Chart, Bar Chart, etc using Ms Excel and also created reporting presentation using Ms PowerPoint..

• Prepared a traceability matrix for tracking the requirement to software requirement specifications and test cases. Also maintained change management throughout inception phase to transition phase.

• Developed strategic partnerships with the business units to develop a solid knowledge base of the business line; including the business plan, products, and process and revenue streams.

Office Assistant, Tarleton State University   **Feb 2014-May 2016**
- Helped organize special events and festivals for residential students.
- Worked in the office assisting residents with their day-to-day concerns. Answered calls, replied to email, assisted visitors and fixed appointments.
- Logged and reported the defects and maintenance requests of the dorms and made sure issues get fixed in 48 hours.
- Regularly acknowledged by leadership for timeliness and attention to detail.
- Demonstrated flexibility and superb work ethic in enthusiastically taking on responsibilities in addition to primary office administration work.

Tour Guide, Tarleton State University   **Aug 2014-Nov 2015**
- Greet visitors and provide detailed information about any specific concerns about the school and its functions including housing, financial aid, scholarships.
- Conduct in-depth specialized walking tours of the campus weekly for groups of 14.
- Assist at the Information Desk as assigned by addressing any additional questions by prospective students and parents about school services.
- Provide directions to other local destinations in the city for options and restaurants.
- Compiled and mailed University packages to prospective students.

ACADEMIC PROJECTS

Stocktrack Market Simulation, TSU   **Aug 2015-Dec 2015**
- Managed a portfolio worth 2 million dollars with a virtual brokerage account with 3 team members.
- Traded stocks, options, futures, bonds, and mutual funds from 50 global exchanges, at real-time bid/ask prices.
- Targeted an aggressive return of 9% resulting in a negative return due to the high-risk tolerance strategy.
- Fortified knowledge on how markets operate and to spread the investment more safely.

Business Strategy Simulation Capstone, TSU   **Jan 2016 – May2016**
- Invested a total of $240,000 for 2040 shares of Nike and monitored the price fluctuations for 12 weeks.
- Identified a negative return through a P/L tool, due to the release of new shows on its competitor service.
- Performed asset analysis, revenue and net income graphs, calculated earnings per share of 0.72% that exceeded forecasts by 64%.

TECHNICAL SKILLS

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) Rational RequisitePro, Visio, Jira, UML; Blueprint Approvals, Rational Tool Concert, Agile Methodology, Scrum Training, Lean Six Sigma Training.