



## VIDHI SHARMA

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### PROFESSIONAL SUMMARY

Seasoned **Business Analyst** with more than **7+** years of experience of working with key project stakeholders and business communities to comprehend the overall business vision of a project. Effectively **documented, interpreted and translated** business needs into technical requirements and acted as a liaison between the business and technical team. Have excellent **analytical, problem solving, communication and interpersonal** skills, with ability to interact with individuals at all levels and can work as a part of a team as well as independently. Demonstrated ability to be flexible, follow tight **deadlines, organize and prioritize work.**

- **Domain Expertise: Banking and Retail**
- **Methodologies: Waterfall and Agile (SCRUM & RUP)**
- **Elicitation Techniques for Requirement Gathering: JAD & JAR sessions, interviews, workshops, surveys, questionnaires and focus group.**
- **GAP Analysis (AS IS and TO BE), Impact Analysis and SWOT Analysis.**
- **Experience of Business Process Modeling and UML Diagrams.**
- **Wireframes, Mock-ups & and Prototypes.**
- **BRD, FRD and writing System Requirement Specifications (SRS).**
- **Experience of working on salesforce(sales cloud/CPQ) projects.**
- **Used MS Excel Pivot tables, Vlookups to generate reports and data analysis**
- **Expertise in writing SQL queries for data mining, data retrieval, validation and verification.**
- **Testing Lifecycle and UserAcceptance Testing (UAT).**
- **Maintained the Requirement Traceability Matrix (RTM) across the deliverables of a project.**
- **Defect and Change Management and Production Support.**
- **Post production Support**
- **Co-ordinated with onsite, offsite and offshore business models.**

### TECHNICAL EXPERTISE

**Requirement Management Tools:**  
JIRA, Enterprise Architect, JAMA

**UML Tools:**  
MS Visio

**Database: Oracle, SQL Server**

**Other Tools /Applications:**  
Microsoft Office Suite, Confluence, MS Project, Share Point, Salesforce, SQL Developer

## WORK EXPERIENCE

Wells Fargo Bank - San Francisco, CA

February 2019 – February 2021

### *Senior Business Analyst*

- **SDLC Methodology Followed- Agile (SCRUM)**
- Collaborated with Product Owner, Project Manager, Developers and QA Team in the Planning, Analysis, Design, Development and implementation of the CRM system. The Project is to upgrade and enhance the Digitized banker platform and create a foundation for a new interactive model to enable transformation and provide CRM platform (Salesforce) as a common desktop that will be used by Branch, Mortgage Service, and WFVC Contact Center bankers across line of business.
- Collaborated with business and technology partners to develop business requirements leading to successful solutions for CRM platform to implement Salesforce. .
- Created extensive User Stories and acceptance criteria using BDD to capture business requirements, and allocated to respective team members.
- Responsible for writing BRD, FRD, Business rules and use cases for CRM projects .
- Conducted document assessment and peer review of eUupload, DocuSign and Zelle quality on key metrics and periodically updated report to stakeholders.
- Co-ordinated with the development team, QA, Content management team to make them understand the requirements and getting feedback from them and updating them in JIRA.
- Used EA (Enterprise Architect) to create high level models of business processes including activity diagrams, work flows and display system behavior so that the business logic is clearly demonstrated.
- Created and maintained the Requirement Traceability Matrix.
- Participated in User Acceptance Testing (UAT) and Post Implementation Validation.
- Extensively used JIRA for defect management that included bug tracking, review, assignment and reporting
- Improved complex business rules for various data management needs within the project.
- Managing requirements across industry standard tools like JAMA
- Performed various analysis using techniques such as GAP Analysis to understand As- Is and To- Be process and reviewed the Impact Analysis of changes in the solution.

***Business Analyst***

- Set strategic roadmap initiatives, resulting in net new product offerings and phased enhancements, through analyzing global customer needs, collaborating with business partners, and evaluating emerging technologies.
- Collaborates with Product Managers, Sales Operations, Engineering, Pricing, Accounting , Vendor management and other cross-functional teams
- Produce business analysis artifacts leveraged by global functional project teams for successful application development, testing, and production deployment including use cases, wireframes, business requirements documents, functional specifications.
- Created detailed requirement specifications for enhancements to existing or development of new functionality related to ever-evolving Sales processes
- Develop relationships and maintain continuous contact with existing customers, getting existing customers' feedbacks and assisting with resolution of customer issues or complains
- Prepared plans for Pricing and Packaging committee to assure that all price book changes are communicated and reviewed by the proper parties
- Conducted user and administration training sessions to help clients utilize Salesforce and respective programs
- Developed reports, dashboards, and processes to continuously monitor data quality and integrity
- Assist in end to end Salesforce CPQ Implementation which include restructure the Bundle, write Product Rule and Pricing Rule, define Quote Template, Quote Term Document, set up Docu sign integration
- Designed the subscription order/billing feature - Contracts, Order creation and Invoicing(Quote to cash)
- Designed a CPQ feature to automate master data creation – Product, Product Spec for manufacturing products based on the attributes chosen during the quote creation process.
- Managed the database for the team's regions and performed basic administration, de-duping, and cleanup procedures
- Act as a liaison between business clients and technical organizations by planning, conducting, and directing the analysis of business problems solved through strategic solutions
- Produce business requirement artifacts including Use Cases, Business and Messaging Rules, Supplemental (Non- Functional) Specifications, and User Interface Design Specifications.

- Engaged cross-functional project teams throughout the complete project life-cycle from inception through post-install
- Provided product management services including: product lifecycle management, quarterly roadmap updates, platform & user migrations, cost recovery model analysis & design, needs analysis & requirements documentation, marketing, and communications.
- Engaged business partners across the organization to set and execute strategic vision for messaging product suite
- Technical presentations to the senior management and partners
- Worked on various Sales.com standard objects like Accounts, Contacts, Opportunities, Products, Quote, Activities, Territories , Reports and Dashboards.
- Created workflow rules and defined related tasks, time triggered tasks, process builder, email alerts, field updates to implement business logic.
- ***Experience in using Salesforce : Creating Roles, Profiles, Email Services, Page Layouts, Workflow Alerts, Actions and Approval Process, Territory Management, Lead Management , Quotes, Product Rules, Price rules***

**INTEL, Sanjose, CA**

**June 2015 – December 2015**

***Program Intern***

- Manages continuous process improvement initiative driven by Intel Quality Assurance to improve business processes and product quality by integrating and harmonizing quality and implement quality requirements
- Worked on Agile and share point to develop and manage quality Internal /External Audit (QIA) program
- Document management, FMEA, 8D- methodology, 5 whys, cause & effect, Created dashboard for data visualization
- Designed Technical Posters, conducted seminars, content creation, videos developed and posted into LMS
- Wrote requirement proposals, created daily project status reports, managed milestones and deliverables
- Worked with cross functional teams-Sales, HR, Marketing, AR, PR to gather requirement, Sales presentations

- Created Wire frames and Prototypes, and design use case, activity, swim lane diagrams using iRise and MS Visio
- Performed various analysis using techniques such as GAP Analysis to understand As- Is and To- Be process and reviewed the Impact Analysis of changes in the solution

**Gurgaon college of Engineering, Gurgaon, India**

**October 2008 – November 2012**

***Associate Professor***

- **Subjects taught in the college-** Semiconductors, Antenna Designing, Digital Communication, Computer Networks
- **Created content for official website, Marketing Campaign manager for the college**
- **Achieved Best faculty Award of ECE department PC / LAN ANALYST, 2007 – 2009**

**CERTIFICATIONS**

**Salesforce Certified Administrator ( Credential Id-21470040)**

**Salesforce Certified Sales Cloud Consultant ( Credential Id-21732976)**

**Scrum Fundamentals Certified (SFC)**

**EDUCATION**

***Santa Clara University, Santa Clara, California***

**2016**

Master of Science in Engineering/Industrial Leadership Management

**GPA 3.8/4.00**

**Relevant Coursework:-**

Requirement Engineering, Software Engineering, Data Base, Web programming ,New Product development, Risk analysis, Information security

***Rajasthan Technical University, Kota, India***

**2012**

Master of Science in Electrical Engineering (Digital Communication)

***Uttar Pradesh Technical University***

**2008**

Bachelors of Technology ( Electronics Engineering )