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Senior Business Analyst

PROFESSIONAL SUMMARY

- Business Analyst with 5+ years of experience translating stakeholder needs into actionable requirements, improving workflows, and supporting Agile delivery across retail and consulting environments.
- Skilled in requirements gathering, user stories, acceptance criteria, UAT, SQL reporting, and stakeholder communication that connects business priorities with practical system outcomes across delivery.
- Experienced across Agile, Scrum, Waterfall, SDLC, process mapping, data validation, dashboards, and workflow documentation for consistent delivery alignment and measurable operational outcomes across teams.
- Adept at partnering with product owners, technical teams, and business stakeholders to clarify scope, manage risks, and strengthen solution readiness throughout release cycles.
- Modernized an enterprise software platform implementation for accessories retail, enhancing system scalability and achieving a 99.9% uptime during peak transaction periods, significantly boosting sales performance.
- Revolutionized phase gates cutover strategy by implementing real-time DAM exchange status monitoring, which improved operational transparency and reduced cutover-related incidents by 60%.
- Established requirements-ownership frameworks and developed a metadata schema that enhanced data consistency and accessibility, resulting in a 50% increase in user satisfaction with data retrieval processes.
- Streamlined backlog tools integration within e-commerce platforms, automating prioritization processes and achieving a 30% reduction in project turnaround times, significantly enhancing operational efficiency.
- Facilitated excellent stakeholder communication by actively engaging clients and team members, leading to improved teamwork and enhanced project outcomes through clear and concise information exchange.
- Coordinated complex working integration requirements with cross-functional teams, resulting in streamlined processes and increased productivity by effectively aligning diverse workflows and expectations.
- Developed strong documentation skills to create comprehensive project reports, which enhanced collaboration among team members and provided clarity on project objectives and progress.

TECHNICAL SKILLS

- **Data & Integration Concepts** - ETL processes, data mapping, APIs (REST/SOAP basics), data warehousing concepts, data governance, data quality frameworks, integration requirements
- **Business Analysis & Requirements Management** - Requirements elicitation, BRD, FRD, user stories, epics, acceptance criteria, gap analysis, impact analysis, process mapping (AS-IS / TO-BE), stakeholder management, workshop facilitation, business process re-engineering (BPR), root cause analysis, UAT coordination, requirements-ownership, requirements backlog traceability
- **Enterprise Systems & Platforms** - Salesforce, ServiceNow, SAP, Oracle, Microsoft Dynamics 365, Workday (functional exposure), Adobe AEM Assets
- **Data Analysis & Reporting** - SQL, Advanced Excel (Pivot Tables, Power Query, VLOOKUP/XLOOKUP), data validation, data profiling, KPI definition, dashboarding, ad-hoc reporting, trend analysis
- **Visualization & BI Tools** - Power BI, Tableau, Looker, Excel dashboards, report automation
- **Tools & Collaboration** - Jira, Confluence, Azure DevOps, Microsoft Visio, Lucidchart, Miro, SharePoint, MS Office Suite (Word, Excel, PowerPoint), Figma (wireframing), Cloudinary, Scene7/Dynamic Media
- **Testing & QA Support** - Test planning, test case design, test execution, regression testing, defect tracking, UAT support, UAT acceptance testing, UAT test scripts
- **Process & Methodologies** - Agile (Scrum, Kanban), Waterfall, SDLC, Scrum ceremonies, backlog grooming, sprint planning
- **Digital Asset Management** - metadata schema, taxonomy, rights/usage management, master-plus-derivative asset strategy

PROFESSIONAL EXPERIENCE

Morgan Stanley
Sr. Business Analyst

January 2026 – Present
New York, NY, USA

- Orchestrated enhancements to adjacent production/rights product-data systems, optimizing asset-level publishing behavior and achieving a 20% reduction in content lifecycle delays across multiple brands.
- Spearheaded the adoption of agile/hybrid delivery methodologies to address brand-specific taxonomy needs within PIM systems, leading to a 40% improvement in cross-functional team collaboration and project delivery speed.
- Architected integration of Adobe AEM Assets with Scene7/Dynamic Media, optimizing CMS workflows and achieving a 25% reduction in content publishing time while enhancing user engagement metrics.
- Engineered a master-plus-derivative asset strategy leveraging digital asset management concepts to enhance DAM capabilities, resulting in a 30% increase in asset retrieval efficiency across multiple platforms.
- Analyzed business processes with SQL, Excel, and process mapping, clarifying requirements and improving cross-functional visibility for operational stakeholders across project delivery teams during planning.
- Documented user stories, acceptance criteria, and BRDs in Jira, supporting Agile delivery while improving shared understanding across product, technology, and business stakeholders for delivery.
- Facilitated stakeholder interviews and workshops with Confluence artifacts, aligning business priorities to solution scope and improving backlog readiness for release planning and delivery decisions.
- Validated UAT scenarios, data quality checks, and workflow changes with QA partners, strengthening defect resolution and supporting reliable production readiness decisions for business stakeholders.

United Heath Group

August 2024 – December 2025

Business Analyst

Minnetonka, MN, USA

- Analyzed pharmacy and claims workflows with SQL and process mapping, clarifying requirements that improved reimbursement accuracy, compliance visibility, and healthcare operational decision readiness.
- Documented healthcare requirements, user stories, and acceptance criteria in Jira, enabling QA teams to validate reimbursement workflows against stakeholder priorities during agile delivery.
- Validated payer data, reporting rules, and UAT scenarios with Excel, strengthening data quality and reducing defects across healthcare finance implementation activities.
- Coordinated stakeholder interviews and process mapping sessions in Visio, translating pharmacy operations needs into clear workflows for scalable healthcare platform enhancements.

HCL Tech

June 2020 – December 2023

Business Analyst

Hyderabad, India

- Streamlined content-operations system for multi-brand organizations, enhancing collaboration and achieving a 45% improvement in content delivery timelines across diverse product lines.
- Optimized rights/usage management processes through comprehensive requirements-elicitation, which improved compliance tracking efficiency by 30% and reduced the risk of unauthorized asset usage.
- Consolidated migration scope criteria with concrete migration rules, facilitating a seamless transition to new systems and reducing migration time by 50%, while maintaining data integrity across platforms.
- Pioneered requirements backlog traceability processes that streamlined UAT acceptance testing, resulting in a 35% decrease in post-deployment defects and improved stakeholder satisfaction ratings.
- Elicited enterprise requirements through workshops and document analysis, creating BRDs and FRDs that improved alignment between client stakeholders and technical teams during delivery planning.
- Standardized process documentation with Jira, Confluence, and workflow diagrams, supporting SDLC governance and improving delivery consistency across multiple business initiatives and project delivery teams.
- Configured Salesforce reporting requirements and validation rules with CRM stakeholders, improving data integrity and operational support for service teams and executive reporting review cycles.
- Assessed integration impacts across SAP, APIs, XML, and JSON specifications, clarifying dependencies and improving implementation readiness for cross-functional delivery across technical and business teams.

EDUCATION

- Master's in Business Analytics - Webster University
- Bachelor's in Electronics and Communication - CMRIT