

CAREER HIGHLIGHTS

- With over 10 years of experience in project management and business systems analysis, I specialize in bridging the gap between business and cross-functional teams. My expertise includes writing detailed business, technical, and functional requirements to align stakeholders across disciplines - I've successfully managed large-scale projects throughout the entire Software Development Life Cycle with stakeholders and developers from across the globe.
- Recently, I planned, coordinated, and executed digital experiences for Ford automobile owners, including developing and managing project timelines, scope, and budgets & product backlogs while ensuring Ford stakeholder and partner needs are aligned every step of the way.
- My ongoing curiosity led me to pursue a Master of Science in Information Technology at the University of Michigan to deepen my understanding of UI/UX Research and Design, bolstering my capabilities to help businesses make important decisions with user's needs in mind.

SKILLS & METHODOLOGIES

PROJECT MANAGEMENT

Requirements Gathering
Backlog Grooming
Scrum Lead + User Stories
Software + Web Development
Agile + Waterfall Methods
SQL Scripts + Data Analysis
Quality Assurance (QA) Testing
User Acceptance Testing (UAT)

USER RESEARCH

Contextual Inquiry
Personas & Scenarios
Journey + Process Mapping
Surveys + Interviews
Diary Studies
A/B Testing
User + Process + Data Flows
Participatory Design

LANGUAGES + TOOLS

HTML + CSS + APIs
SQL + SMSS
Sharepoint + Visio
Excel + PowerPoint
Jira + Miro + Azure DevOps
Adobe Analytics + Target (A4T)
Google Analytics + AWS
Figma + Axure + Sketch + XD

EXPERIENCE

Business Systems Analyst at [Jackson Dawson](#), *Dearborn, MI (Remote)*

October 2023 - Present

- Coordinated, planned, and managed digital projects for Ford owners, overseeing timelines, scope, and budget to ensure alignment with business and stakeholder needs throughout the Software Development Life Cycle (SDLC).
- Worked with Ford leaders & cross-functional teams to gather business, technical, & functional requirements, create user stories, acceptance criteria, and flow diagrams in Azure DevOps for upcoming agile sprints.
- Served as both Product Owner and Scrum Lead, managing product backlogs, epics, & features, leading agile ceremonies, including facilitating daily stand-ups, sprint planning, burndown analysis, and retrospectives to minimize churn, enhance quality, and ensure proper delivery with our development teams.
- Oversaw project integration of web technologies & APIs, including Google Analytics, AWS, Shopify, Mailchimp, Mandrill, FileMaker, Smartsheet, and Tableau while ensuring compliance with Ford data privacy policies.
- Planned, wrote, and organized User Acceptance (UAT) and Quality Assurance (QA) Testing to ensure all changes meet Ford's requirements, addressing the needs of users, and aligning with the Definition of Done.
- Partnered with admins and on-site staff to analyze product issues and support requests, implementing a streamlined process for issue tracking, which reduced response turnaround time from one week to 24 hours.
- Collaborated with design and cross-functional teams in XD & Figma to ensure projects are user-friendly & accessible, meeting WCAG's requirements and aligning with Ford's design & accessibility requirements.

Business Systems Analyst at [VML](#), *Detroit, MI (Remote)*

August 2021 - June 2023

- Partnered with Product Owners, Subject Matter Experts, and cross-functional teams to implement personalized digital Ford experiences using Adobe Experience Cloud and Analytics for Target (A4T).
- Gathered business, functional, & technical requirement and created & prioritized user stories, acceptance criteria, and functional requirements in Jira, enabling developers to iterate and improve on Ford programs efficiently.

- Conducted A/B Tests for Ford stakeholders to better understand which web content best drives conversions, sales, and other important metrics for Ford.com and other digital channels.
- Actively participated in Agile ceremonies, including daily stand-ups and retrospectives, improving delivery efficiency and reducing churn, while overseeing User Acceptance and Quality Assurance Testing.
- Facilitated Journey Mapping sessions in Figma with strategists to enhance the GuestXP Dealer Management System (DMS) by understanding user needs and partner pain points.
- Streamlined the intake and prioritization process for upcoming sprints by standardizing design templates and user stories in Jira and Miro, reducing delivery time by three weeks.
- Managed targeted email campaigns for Product Owners, leveraging customer history and data analytics to increase revenue through communication channels and touch points in Adobe Experience Manager.

Project Manager at Garden State Flower Cooperative, *Boonton, NJ (Remote)*

December 2020 - May 2021

- Wrote business, functional, and technical requirements for a new pre-order system for flower farmers, helping address pain points and improve the pre-order process for stakeholders.
- Iterated on a new pre-order platform as user insights were gathered during interviews, User Acceptance (UAT) and Quality Assurance (QA) Testing, increasing overall customer satisfaction while using the pre-ordering app.
- Prototyped, designed, and implemented a new e-commerce pre-order app in Figma & Glide, creating a more user friendly experience that can be accessed from any device for administrators, farmers, and buyers.
- Created and presented Standard Operating Procedures and training documentation for administrators, farmers, and buyers for the new CRM platform, cutting onboarding time for new administrators in half.

Project Manager at Michigan Flower Growers' Cooperative, *Ypsilanti, MI (Remote)*

January 2020 - August 2020

- Gathered business, functional, and technical requirements through interviews, participatory design sessions, and journey mapping in Microsoft Visio to better understand pain points associated with the co-op's existing pre-order system and how it could be improved.
- Analyzed business and user insights using Contextual Inquiry in Miro and created a requirements specification for the new pre-order system, including a mobile friendly solution that would address many user's pain points.
- Prototyped, designed, and developed a new pre-order system in Figma & Glide, doubling the average preorder sale from one season to the next.

Business Systems Analyst at Thomson Reuters, *Ann Arbor, MI*

August 2014 - October 2018

- Planned & coordinated new functionality, including writing business, technical, & functional requirements, and user support documentation for new, updated, and enhanced functionality in the Accounting CS software suite.
- Gathered, analyzed, and translated business, stakeholder, support, & user requirements into user stories in Azure DevOps for our development teams to work on during upcoming agile sprints.
- Wrote and executed SQL scripts to perform advanced data analysis, delivering data-driven insights to both the business and clients, which drove key business decisions & helped optimize internal processes.
- Led discovery sessions with stakeholders in order to develop functional & technical requirements specifications and acceptance criteria for new software functionality and features for upcoming agile sprints.
- Redesigned, updated, and added new client widgets to the Accounting CS data visualization dashboard to facilitate more efficient review of each firm's KPIs, metrics, and data points from a high-level perspective.

EDUCATION

Master of Science in Information, University of Michigan, *Ann Arbor, MI*

Majored in User Experience Research & Design, 2018 to 2020, 3.9 GPA

Bachelor of Business Administration, University of Toledo, *Toledo, OH*

Majored in Marketing, 2008 to 2010

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