

# HAMZA ASAF ALI

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## SUMMARY

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Business Analyst with over 5 years of experience in **digital IT projects** within the **financial industry**, specializing in **Agile methodologies**, **SQL scripting**, and systems development. Proven track record of working with cross-functional teams to deliver digital products that enhance user experience and align with business goals. Strong background in **cloud microservices architecture** and supporting wealth management solutions. Adept at creating and refining **user stories**, **process flows**, and **acceptance criteria** to drive development and stakeholder engagement.

## EDUCATION

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University of Toronto

**Honors Bachelor of Science**

Major in Computer Science, Minor in Business | Class of 2020

## WORK EXPERIENCE

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**InfoVerse Inc.** | *Business Analyst (Freelance)* | Sept. 2023 – Present

- Managed Agile projects, using **Scrum** and **Kanban** techniques, to deliver digital products incrementally for clients in the wealth management sector.
- Created, refined, and maintained **user stories**, **process flows**, and **acceptance criteria** in close collaboration with stakeholders, product owners, and development teams.
- Supported development and QA teams by analyzing SQL data to ensure data integrity and proper functionality of digital products.
- Provided **production issue analysis** and escalated timely solutions to improve system performance and user satisfaction.
- Developed Excel-based reporting tools to track user access, provisioning timelines, and audit results, providing senior management with insights for data-driven decision-making.

**Daylight Automation Inc. (acquired by Quadient)** | *Functional Consultant* | Nov. 2021 – Aug. 2023

- Led the integration of cloud-based digital solutions for financial clients, ensuring alignment with business objectives and improving operational efficiency by 20%.
- Utilized **SQL scripting** to support business analysis and QA testing, identifying and resolving issues in real-time analytical models.
- Worked within an Agile environment, collaborating with UI/UX designers and QA specialists to develop high-quality digital products for wealth management clients.
- Applied expertise in **cloud microservices architecture** to improve system scalability and performance, enhancing the overall digital client experience.
- Utilized Excel to analyze complex data sets, delivering actionable insights through dynamic reporting dashboards for management and functional teams.

## InfoVerse Inc. | *Business Analyst (Freelance)* | May 2020 – Oct. 2021

- Partnered with development teams and stakeholders to gather requirements, document business processes, and create **spec by examples** to support financial system enhancements.
- Supported **SQL**-based data analysis for digital platform enhancements, providing insights to improve client engagement and investment tracking solutions.
- Facilitated Agile retrospectives, sprints, and planning sessions, ensuring that teams met their deliverables and maintained a focus on continuous improvement.

## Mosaic North America | *E-commerce Coordinator (Contract)* | July 2020 – Nov. 2020

- Utilized SQL and Python to extract, transform, and load data into machine learning pipelines, helping drive better decision-making in e-commerce strategy.
- Collaborated with internal stakeholders to gather requirements and translate them into data-driven solutions for e-commerce improvements.

## PCL Construction | *Technical Solutions Analyst (Internship)* | Sept. 2018 – Aug. 2019

- Supported audit functions by conducting regular reviews of access controls, reporting on any discrepancies, and ensuring alignment with corporate security policies.
- Created Excel-based performance reports and conducted data analysis to support internal teams and senior management with system access and operational data.
- Assisted in onboarding and offboarding processes, coordinating with HR and IT to ensure seamless access provisioning and de-provisioning.

## CERTIFICATIONS

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- [ISC2 Certified in Cybersecurity](#) | Issued July 2024
- [AWS Certified Cloud Practitioner](#) | Issued July 2021
- [Shopify Ecommerce Certification](#) | Issued August 2020

## KEY SKILLS

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- **Data Preparation for Machine Learning:** Textual Data Focus
- **Tools:** Jira, Confluence, Power BI, SQL (BigQuery), Python
- **Data Management:** Data Quality, Data Profiling, Data Cleaning
- **Business Process Improvement:** Requirements Gathering, Documentation, Agile/Scrum
- **Machine Learning Collaboration:** Translating Business Needs to ML Specs
- **Stakeholder Communication:** Internal & External Collaboration