# Feiyan Chen

*Senior Business Analyst | PMP® Certified*

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## Professional Summary

Senior Business Analyst with over 7 years of experience specializing in digital transformation and ERP implementation. PMP® certified with a proven track record of managing multi-million dollar projects (up to 27M CNY). Expert in bridging complex business needs with technical solutions through effective stakeholder management across diverse business units. Dedicated to optimizing operational efficiency for global leaders in retail and the public sector.

## Skills

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| BA Core | Requirement Elicitation, Stakeholder Management, User Acceptance Testing (UAT), Business Process Modeling (BPMN), Gap Analysis, SDLC, Prototyping |
| ERP & Tools | Microsoft Dynamics AX/CRM, Jira, Confluence, Microsoft Visio |
| Technical | SQL (Data Querying), Python, Java |
| Languages | English (Fluent), Mandarin (Native) |

## Professional Experience

**2022.09 – Present**

**Business Analyst / IT Consultant**, *Comac / Comnova*, Shanghai

- **Project:** Process Digital Construction Platform (Investment: 27M CNY).
- Spearheaded requirement gathering and analysis for a large-scale digital construction initiative, ensuring project alignment with long-term strategic goals.
- Orchestrated communication and facilitated consensus among **8 different business units and stakeholders**, successfully managing diverse expectations and conflicting priorities.
- Acted as the primary bridge between business leads and technical teams, translating operational pain points into over **30+ detailed functional requirements**.
- Conducted workflow optimization analysis, reducing manual processing steps and improving system data accuracy.

**2018.05 – 2019.11**

**Business Analyst / Consultant**, *Amaris*, Shanghai

- **Project:** LVMH (Louis Vuitton Moët Hennessy).
- Led functional analysis for Microsoft Dynamics AX ERP, supporting retail and logistics operations across the **APAC region**.
- **Key Achievement:** Successfully launched the *Fenty Beauty* module by translating brand-specific marketing needs into robust system configurations.
- Managed end-to-end UAT cycles and produced comprehensive Functional Specification Documents (FSD) to guide development teams.

**2017.06 –**  **Sr. Digital Analyst**, *Concentrix China*, Shanghai
**2018.05**  ○ **Project:** Amore Pacific China (Innisfree).

○ Partnered with marketing stakeholders to define data-driven business objectives for nationwide customer loyalty programs.

○ Performed SQL-based CRM analysis to provide actionable insights on campaign ROI, supporting strategic decisions for brand growth.

○ Conducted regular market trend analysis to help stakeholders adapt to the rapidly evolving digital landscape in China.

**2015.12 –**  **Business Analyst**, *AvePoint*, Beijing
**2017.06**  ○ **Project:** Infocomm Development Authority of Singapore.

○ Managed the full requirement lifecycle, conducting stakeholder interviews to define complex governance rules for public sector digitalization.

○ Performed Gap Analysis and created detailed "As-Is" vs "To-Be" process maps to facilitate system transition.

○ Authored professional tender responses and functional specifications that complied with strict government procurement standards.

## Education

**2020.07 –**  **Master of Information Technology**, *The University of Queensland*, Australia
**2022.06**

**2011.08 –**  **Bachelor of Science in Applied Statistics & Actuarial Science**, *Purdue University*,
**2015.05**  USA