Ramesh Karunanidhi (CSPO)

EDUCATION & QUALIFICATION

- Completed Bachelor of Science in Chemistry in 2008.

WORK EXPERIENCE

- Working as Product Manager (Level I) in Photon Interactive Private Limited. **10/16-Till Date**

- Worked as Senior Business Analyst in Client Network Services India. **04/15 - 10/16**

- Worked as Senior Healthcare Transactions Analyst in athenahealth technology Pvt. Ltd. **10/10 - 03/15**

- Worked as Senior Account Executive in Miramed Ajuba Solutions Private Limited. **03/08-10/10**

TECHNICAL SKILLS / AREA OF EXPERTISE

Business Analysis & Collaboration Tools	MS Excel, MS Word, MS PowerPoint, MS Visio, Lucidchart, Google Drawing, SharePoint, Atlassian (Confluence, JIRA)
RDBMS	MySQL, Azure Cosmos DB (NoSQL)
Cloud Technologies	Application Insights, Blob Storage, Logic App, Function App (Functional Knowledge)
Wireframing tools	Balsamiq, Pencil, Axure RP
ECommerce Platform	Commercetools
CMS	Drupal, Sitecore, WordPress, Adobe Experience Manager

PROFESSIONAL SUMMARY

Over 14 years of experience in Product Management, Business Analysis, Market Research, Competitive Intelligence across varied domains in US market.

- Evaluate information gathered from multiple sources, reconcile conflicts, decompose high-level information into details, abstract up from low-level information to a general understanding, and distinguish user requests from the underlying true needs.

- Ideating and prioritizing product backlog with Product owner
- Conceptualize the business requirements and creating wireframes and high fidelity mock-ups in collaboration with the designers.
- Utilize the experience in using enterprise-wide requirements definition and management systems and methodologies required and educate the customer to follow the process.
- Successfully engage in multiple initiatives simultaneously.
- Strong analytical and product management skills required, including a thorough understanding of how to interpret customer business needs and translate them into functional specification documents.
- Excellent verbal and written communication skills and the ability to interact professionally with a diverse group, executives, managers, and subject matter experts.
- Proactively identifying the risks and mitigating the same.
- Effective scope management
- Conduct workshop with the customer and external vendor regarding the integration touch points and define the attribute, status to be maintained on both the sides, and mode of communication between systems.

PHOTON EXPERIENCE

Project #1 :Kohler Deco Site Redesign

Role : Product Lead

Duration : Since January 2021

Description :

Kohler redesign/replatform project is to develop an AEM (Adobe Experience Manager) based referrence application with target state architecture and consistent design pattern for AEM front-end components/modules and supporting integration with core service platforms such as commercetools, salesforce, lucidworks and other enterprise systems. So that it can be leveraged to build the application for future brands (Sterling, Annsacks, Kallista, Robern) with reduced cost and timeline.

Responsibilities :

- Created & maintained the backlog items for 3 different brands in parallel.
- Well organized backlog by slicing horizontally due to the nature of the project team structure.
- Worked closely with Business & AEM architect to define the required Templates for the project.
- Worked along with the content authors and established ACL and workflow.
- Created AEM Component dialog (wireframe) and collaborated with the AEM architect to understand the feasibility of the requirement and update as appropriate.

- Define the requirement for Content Fragment & Experience Fragment as applicable for the business needs.
- Define the requirements for content indexing from AEM to Search engine platform.
- Define the business rules/configuration required in Search engine platform for various use cases.
- Created UI Modules authoring guide as a user manual for the content authors to understand how each module should be authored in the site.
- Created page authoring guide for the authors to create functional pages.
- Organized a meeting with the client key stakeholders for user story grooming and ensure the user story is groomed and ready for development without any dependency/ambiguity.
- Organized the technical grooming as well to ensure the technical solution is reviewed and approved by the client before starting the development.
- We had 30+ 3rd party system integration on this application, so driving the required meetings to all stakeholders and make sure everything is aligned and received the required details well ahead of the dev sprint.
- Prioritized the backlog items for each Sprint by discussing with business and technical stakeholders.

- Own and drive backlog grooming and management, create user stories, create acceptance criteria in Gherkin format and drive testing and delivery.

- Mentor the team and provides guidance where necessary to ensure a high standard of analysis (and documentation) is performed throughout by the team and that all individuals achieve their full potential
- Worked along with the 3rd party UX/UI designers to review the design from ADA, Technical Feasibility, Design Consistency standpoint, and provide feedback regularly.

- Since we were working on multiple brands in parallel, i ensure the design is consistent across different brands except the branding style guide.

- Prepared NFR, Information Architecture & Adobe Analytics documents, ADA requirements.

- Facilitated a workshop with an external vendor regarding the integration touch points and defined the attributes/statuses to be maintained on both the sides.

- Preparing demo script for weekly demo presentation to the clients.

- Logging/Triaging walkthrough defects as appropriate.

- Reviewing the builds and provide feedback to the development team.

- Participate in Daily Scrum, Sprint Planning, Sprint Review & Retrospective meetings, Executive Leadership Meetings.

Project #2 :FACETSET – Dev Central

Role : Business Analyst

Duration : 3 Months

Description :

To develop an unified catalog of IT products along with required documentation and subscription details for their employees to search and find out the right products for their project needs.

Responsibilities :

- Created & Maintained the backlog items.
- Organized a meeting with the client key stakeholders to define the MVP features/backlog items.
- Prioritized the backlog items for each Sprint.
- Own and drive backlog grooming and management, prioritize user stories, create acceptance criteria and drive testing and delivery
- Worked along with UX/UI designers to create wireframes/mocks by explaining the scope of the work.
- Prepared NFR, Information Architecture & Google Analytics documents.
- Preparing demo script for weekly demo presentation to the clients.
- Logging/Triaging walkthrough defects as appropriate.
- Reviewing the builds and provide feedback to the development team.
- Participate in Daily Scrum, Sprint Planning, Sprint Review & Retrospective meetings.

Project #3 :TD Williamson - Existing site enhancement with eCommerce implementation

Role : Business Analyst

Duration : 4 Months

Description :

To redesign an existing TDW corporate website to make it more intuitive and mobile responsive, re-platform to Acquia Cloud which will be easy to manage internally but also have the ability to add eCommerce features in the future, and migrating from Sitecore to Drupal CMS + Cohesion as it has a lot of inbuilt UI components which can be used as-is by drag and drop or we can customize the components to an extent based on our needs, to help the content author easy to manage the site post launch.

Responsibilities :

- Analyzed the As-Is process of an existing TDW Corporate website and arrive at the To-Be process and make sure the IT solution is aligned as per the client's desired future state.

- Given coaching to the Onsite BA (Consultant) about the processes & artifacts to be followed & its standard templates as applicable.

- Reviewed the deliverable created by Onsite BA & provided feedback periodically.

- Liaise between Onsite BA & Offshore scrum team.

- Prepared a demo storyboard and presented it to the client.

- Assisting the client in terms of content authoring in CMS.

- Coordinating with the Cloud infrastructure service provider for the Site launch activities.

Project #4 : Ascena - Mobile Creative Assessment

Role : Business Analyst

Duration : 1 Month

Description :

Ascena was looking to develop a customer loyalty strategy to personalize customer journeys and also offer an enhanced UX experience for the ever-increasing number of mobile shoppers.

In order to achieve this aforementioned objective - we shall conduct a holistic assessment of Client's current mobile shopping experience, identify the friction points, and carry out UX enhancements from viewing the Client product to checking out. Ascena shall assist Photon in evaluating whether a Mobile Application can help the Client in further accelerating its penetration in the market.

Responsibilities :

- Prepared Heuristic Analysis of the client's Responsive Website from Path to Product, and Product to Checkout.

- Prepared Competitor Analysis of the client's Mobile Site from Path to Product, and Product to Checkout.

- Prepared Competitor Analysis of the client's Responsive Website from Path to Product, and Product to Checkout.

- Prepared Competitor Analysis of the client's Mobile App from Path to Product, and Product to Checkout.

Project #5 : GAF - Rewards Support & Enhancements - T&M

Role : Business Analyst

Duration : 11 Months

Description :

Photon built a Loyalty and Rewards Platform for certified and non-certified contractors. A support engagement is essential to maintain this application once in production. This project also covers the ongoing enhancements to this application. To provide Level 2 and Level 3 support for the GAF Rewards

Platform. The team will also work on enhancements approved by GAF subject to the capacity of the team structure.

Responsibilities :

- Own and drive backlog grooming and management, prioritize user stories, create acceptance criteria in Gherkin Language and drive testing and delivery.

- Reviewing the builds and provide feedback to the development team.

- Supporting production release for every two weeks.

- Triage support tickets and provide RCA for the issues raised.

- Participate in all SCRUM events.

- SPOC for any functionality related questions to the team.

- Played a Product Owner role in this project.

Project #6 : GAF - GAF - Loyalty and Rewards Program Redesign - Phase 1

Role : Business Analyst

Duration : 6 Months

Description :

To redesign an existing rewards application from B2C model to B2B model and make it more intuitive and mobile responsive portal.

Responsibilities :

- Traveled to Onsite to obtain requirements and understand the customer needs, and strategies.

- Analyzed the As-Is process of an existing rewards application and other systems that are involved to arrive at the To-Be process and make sure the IT solution is aligned as per the client desired future state.

- Created & Maintained the backlog items.

- Organized a meeting with the client key stakeholders to define the MVP features/backlog items.

- Given coaching to the BA on client side about the processes & artifacts to be followed & its standard templates as applicable.

- Prioritized the backlog items for each Sprint.

- Conducted a series of workshops with the key client stakeholders to groom the identified backlog items for each sprint

- Own and drive backlog grooming and management, prioritize user stories, create acceptance criteria and drive testing and delivery

- Worked along with UX/UI designers to create wireframes/mocks by explaining the scope of the work.

- Prepared NFR, Information Architecture & Google Analytics documents.

- Facilitated a workshop with an external vendor regarding the integration touch points and defined the attributes/statuses to be maintained on both the sides & mode of transferring data between systems.

- Preparing demo script for weekly demo presentation to the clients.

- Logging/Triaging walkthrough defects as appropriate.

- Reviewing the builds and provide feedback to the development team.

- Participate in Daily Scrum, Sprint Planning, Sprint Review & Retrospective meetings.

Project #7 : Kohinoor_Mobile App MVP

Role : Business Analyst

Duration : 1 Month

Description :

To create a responsive web application with best class user experience for investors to learn more about the stock market.

Responsibilities :

- Assisted the client in picking the minimum/key set of backlog items for MVP.

- Groomed the features into stories by having series of meeting with the key stakeholders.

- Worked along with UX/UI designer to create wireframes/mocks.

- Prepared Feature List, User Stories, Non-Functional Requirements, Information Architecture.

- Reviewed builds and provide feedback to the development team.

- Prepared demo script for weekly demo presentation & track the completed the requirements.

- Logged/triaged walkthrough defects.

Project #8 : Curantis | ARWD - Care-giver Portal

Role : Business Analyst

Duration : 6 Months

Description :

Curantis Solution will help to provide a seamless experience across different modules within this portal and helps them to manage caregiving activities without disrupting their personal & professional lives.

Responsibilities :

- Traveled to onsite to obtain requirements and understand customer needs and strategies
- Created & maintained product backlog items based on the changes as and when it's requested by the client.
- Assisted client in building the product roadmap and picking the backlog items for MVP.
- Prepared non-functional requirements, Information architecture & google analytics tags.
- Worked along with UX/UI designers to create wireframes/mocks.
- Groomed backlog items, created user stories and acceptance criteria
- Prepared demo storyboard and presented to the client.
- Preparing data mapping workbook for external 3rd party systems integration.
- Played a content author role on WordPress for the client.

Project #9 : NBTY - Nature's Bounty - Regimen Builder

Role : Business Analyst

Duration : 2 Months

Description :

To incorporate a Regimen Builder' on Naturesbounty.com for providing professional and personalized vitamin and mineral supplement recommendations to the end user.

Responsibilities :

- Analyzed the business requirements and converted into functional requirements.
- Liaise with product owner, business sponsors, delivery manager, UX/UI team,
- development groups, testing team to remove roadblock and foster communication
- Prepared user stories, non-functional requirements, information architecture.
- Prepared demo storyboard and presented to the client.

Project #8 : NBTY - Sitecore Analytics Project

Role : Business Analyst

Duration : 2 Months

Description :

To identify and demonstrate the scope for incorporating a personalized user journey on Naturesbounty.com through Sitecore personalization.

Responsibilities :

- Prepared User Persona & Journey
- Prepared analytics tag to integrate with Google Analytics.

Project #10 : First Data - Money Network Cardholder Acquisition (Walmart)

Role : Business Analyst

Duration : 1 Month

Description :

MoneyNetwork Cardholder Acquisition Portal allows the user to apply for the MoneyNetwork prepaid card and it's a responsive application which supports Desktop, Mobile & Tablet.

Responsibilities :

- Attended meetings with the business to understand the as-is business process

- Created user feature list, User Storie, non-functional requirements and Information Architecture

- Worked along with UX/UI designers to create wireframes/mocks by explaining the scope of our work.

- Prepared demo storyboard and presented to the client.

- Reviewed test cases and provided feedback to the QA team.

- Ensured all the demo builds have been validated before client demo and given feedback to the development team.

Project #11 : First Data - FDMS Mobile App

Role : Business Analyst

Duration : 4 Months

Description :

First Data Merchant app - a one-stop application that allows merchants to request for additional stationery, seek help for terminal related services, set up a call with a

Relationship Manager on a preferred date, upload documents for chargebacks, check status on a previous request and much more in just a few clicks.

The First Data Merchant app provides merchants the convenient easy access to

operational services and mobile commerce services using a mobile device at anytime and anywhere.

Responsibilities :

- Traveled to client location (Pune) to understand the external systems involved in this app development

- Obtain requirements, analysis to support and launch new products and software

- releases

- Liaise with product owner, business sponsors, delivery manager, UX/UI team,

- development groups, testing team to remove roadblock and foster communication

- Prepared Epics, features list, non-functional requirements, information architecture, wireframes, and writing user stories

- Prepared demo storyboard and presented to the client.

- Prepare data mapping workbook for external 3rd party systems.

- Managed app launch activities for both Android & iOS.

Project #12 : First Data-IMS Mobile App

Role : Business Analyst

Duration : 3 Months

Description :

ICICI Merchant services mobile app provides a one-stop solution for their merchants.

Responsibilities :

- Created/Maintained product backlog items.

- Assisted the client stakeholders in prioritizing the backlog items.

- Liaise with product manager, business sponsors, delivery manager, UI/UX team, development team & testing team to remove roadblock and foster communication

- Groomed backlog items, created user stories & acceptance criteria.

- Reviewed test case and provided feedback to QA team.

- Created demo script for weekly demo presentation to the client.

- Logged/triaged Walkthrough defects as appropriate.

- Reviewed the builds and provide feedback to Dev team.

PREVIOUS EXPERIENCE

Company #3
Company Name:
Client Network Services India

Project #1 : MC-Track

Role : Senior Business Analyst

Duration : 10 Months

Description :

MC-Track is an intuitive, Managed care compliance tracking system that facilitates the tracking of Contracts related to MCEs.

Responsibilities :

- Did market research analysis on this product domain.
- Conducted various workshop sessions to build the backlog items based on market analysis
- Created/Maintained Product backlog items.
- Worked along with Product manager to create road map.
- Assisted the product manager in prioritizing the backlog items.
- Prepared use case documents, business flow diagram and component diagram
- Lead the scrum meeting and facilitated Sprint Planning, Sprint review & Retrospective meetings.
- Preparing Pre-Sales collaterals such as market-facing slide decks, Demo Prototype with Demo Script
- Prepared functional specification documents, configuration workbook, User Manual & Release notes
- Prepared demo script and presented to the client stakeholders
- Triaged defects as appropriate.
  - Reviewed the test cases and provided feedback to the QA team.

Project #2 : eMEDS

Role : Senior Business Analyst

Description : 8 Months

Electronic Medicaid Eligibility Determination System (eMEDS) is a solution for Medicaid modernization adaptation. It is a cloud-based eligibility determination, enrollment and caseworker portal solution that helps states address requirements for expanded coverage acquisition and access to a range of healthcare programs for citizens.

Responsibilities :

- Did market research analysis on this product domain.

- Conducted various workshop sessions to build the backlog items based on market analysis

- Created/Maintained Product backlog items.

- Worked along with Product manager to create road map.

- Assisted the product manager in prioritizing the backlog items.

- Prepared use case documents, business flow diagram and component diagram

- Lead the scrum meeting and facilitated Sprint Planning, Sprint review & Retrospective meetings.

- Prepared Pre-Sales collaterals such as market-facing slide decks, Prototype with Demo Script

- Prepared functional specification documents, configuration workbook, User Manual & Release notes

- Prepared demo script and presented to the client stakeholders

- Triaged defects as appropriate.

Company #2
Company Name:
athenahealth technology Pvt. Ltd.

Project #1 : athenaClinicals

Role : Senior Healthcare Transactions Analyst

Duration : 54 Months

Description :

athenaClinicals is an EHR product and clinical cycle management solution designed to help deliver increased revenue decreased expensive, and increased clinical control to your medical practice. Practices face challenges with regard to clinical documentation and workflows including managing documents from many sources, following up on orders to ensure fulfillment, and reporting on data for clinical quality control and reimbursement related programs.

Responsibilities :

- Project management and testing of Interface related initiatives, including Demographics, scheduling, Charges, Bi-directional, ADT, Standalone Clinicals custom interfaces etc.

- Utilize strong technical skills and business understanding to solve technical issues and

- troubleshoot functional issues from Clients.

- Collaborating with cross-functional teams to develop novel solutions to operations problem.

- Acting team leader for 3 different teams.

- Supporting the recruitment panel to do the first level of screening and mentoring the new hires.

  - Identifying operational inefficiencies and process breakdowns; contributing to the design of solutions to address the same.

Company #1
Company Name: Miramed Ajuba Solutions Private Limited

Project #1 : ABC Consultants

Role : Senior Account Executive

Duration : 31 Months

Responsibilities :

- Followed up with US Health Insurance Companies to resolve the submitted claims on behalf of our providers

- Ensure the DAR is well within the TAT

- Handled client responses to modify and rework claims from their buckets Perform maintenance and develop documentation for all developed programs

- Liaise with offshore operations team and onsite client