

# KSENIYA RAMANAVA

Business Analyst with 5 years of experience in software product development and expertise in Agile methodologies, business and technical analysis, and software delivery.

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## PROFESSIONAL EXPERIENCE

### Business Analyst and Technical Consultant

June 2021 - Present

**PixelPlex** — is one of the leading outsourcing software development companies providing custom solutions in Finance, AI, Mobile, and Web Development with offices across the globe.

- Working on 4 large scale Agile projects in parallel from software lifecycle, from eliciting clients requirements, all the way through to go live in production and aftercare analysis.
- Saved 20% of budget and time working on a high priority project with the main external stakeholders by improving the business model, processes, and processes based on data analysis which enhanced main product metrics, application performance and customer engagement.
- Promoted within 6 months as a Technical Business Consultant due to strong technical skills and the ability to identify the best solutions to maximise product value and meet both strategic and tactical business needs.
- Generated a deep project analysis reporting and actionable insights, which allows to monitor and inspect project metrics and risks in detail, to detect bottlenecks, dependencies, optimisations and improvements, which improved customer's business efficiently by 10%.
- Leading and mentoring team members. Initiated a range of activities, including knowledge sharing sessions and a personal plan development, which increased the team and organisation goals achievements by 15%.

### Product Development Manager

Dec 2019 - June 2021

**forYou Development** — is an AI and AR-powered application for professional dermatological skincare.

- Led a large scale software product development team, Integrated Scrum methodology and scaled hypothesis-driven development which improved key product metrics on 35%.
- Implemented a mentoring program and conducted regular one-to-one meetings, which resulted in employee retention by 20%.
- Enhanced project processes and activities, such as eliciting project requirements, product and market research, data analysis, writing epics, features and stories, defining acceptance criteria which increased client satisfaction and retention by 10%.

### Product Owner and Co-founder

Jan 2017 - Dec 2019

**KRS International** — e-commerce company.

- Developed a successful e-commerce platform from scratch with an emphasis on growth and customer retention.
- Increased the company's market share by 20% per year, through launching of new products, outstanding features, optimisations and strengthening customer loyalty.
- Oversaw website continuing operations, such as web maintenance, troubleshooting website issues, tracking website performance and organising promotions.

## EDUCATION

### Moscow State University of Design and Technology

Bachelor's degree - 2014

### DataCamp

SQL Fundamentals Certification - 2021

### Six Sigma

White Belt Certification - 2022

### Professional Scrum Master

PSM Certification - 2021

## TECH STACK

Agile, Scrum, Waterfall  
Jira, Confluence

Git, GitHub  
HTML, CSS, Markdown

SQL  
Python