

CHIARA DE SARAM

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Product Business Consultant with 8+ years of experience driving product, process, and customer experience improvements across a range of organizationsâ from startups to Fortune 500 companies. My background spans multiple domains and business analysis specializations, including product development, customer experience, user research, process optimization and product operations. I bring a unique perspective to solving complex challenges.

AREAS OF EXPERTISE

Business Analysis | Product Discovery | Agile Product Development (BA) | User Research | Process Improvement | CX Strategy and Consulting | Product Operations

Tools: Miro, Lucid Charts, Jira, Confluence, Azure DevOps (ADO), Pendo Analytics, Dovetail, UserZoom, Microsoft Office Suite

EDUCATION

MSc Banking and Finance â King's College, London | 2017 â 2018 | Grade: First Class
(Awarded Best Dissertation)

BSc Economics and Finance â Queen Mary University of London | 2013 â 2016 | Grade: 2:1

PROFESSIONAL EXPERIENCE

Oct 2023â Aug 2025: CX Business Consultant (Contract) | CT Corporation

Consulting a largeâ scale transformation program reshaping CT's customer experience, products, and operational processes.

- â Led and delivered work across a wide range of areas, spanning CX design, process improvement, and technology enablement, as part of a multiâ year initiative to reimagine customer journeys, modernize SaaS platforms, and overhaul internal workflows, directly impacting thousands of customers.

- â Conducted endâ toâ end discovery, analysing customer journeys and operational workflows, designing future-state experiences and providing clear, actionable recommendations.

- â Played a role in establishing a new Product Operations function, by creating frameworks and processes for user research and new idea management.

- â Led extensive user research programs to ensure that every product decision was dataâ backed and aligned with real customer needs.

- â Partnered with UX, Product and engineering teams to implement new portals and experiences, ensuring a cohesive, customerâ first approach across all digital touchpoints.

Sept 2019 â Aug 2023: Business Consultant | Virtusa Pvt Ltd

Business Analyst for 3 strategic transformation projects, two major UK telecom providers and a US-based legal and compliance firm.

- â Conducted in-depth customer journey mapping, process analysis, and usability testing to identify pain points and unlock efficiency gains.

- â Led user research initiatives to ensure the right customer needs and problems are being solved

- â Delivered actionable recommendations to stakeholders.

- â Led a Service Blueprinting initiative with a team of four consultants

Self-Service Portal | Leading UK Telecom Company

- â€¢ Defined the MVP scope, mapped key user journeys, and designed supporting business processes for a new digital self-service experience.
- â€¢ Led requirements gathering and documentation, working closely with design, development, and senior stakeholders to ensure alignment throughout the build phase.

Finance Process Redesign | Global FMCG Client

- â€¢ Led stakeholder workshops to map current-state finance workflows and identify inefficiencies.
- â€¢ Proposed technology-driven solutions and improvements, resulting in enhanced process efficiency and alignment with the finance strategy.

Aug 2018 â€“ Feb 2019: Technology Intern | Asto Digital Ltd (Santander UK)

- â€¢ Supported the development of an app with money management tools and financing facilities for SMEs.
- â€¢ Worked on solutioning the credit risk decisioning system.
- â€¢ Led Credit Risk testing and supported Fin-crime and Fraud testing.
- â€¢ Authored Credit Risk Procedures Manual for future analysts.
- â€¢ Gathered requirements for Notification and CRM systems.
- â€¢ Conducted prototype testing for invoice financing product.
- â€¢ Presented commercial research findings to the leadership team.
- â€¢ Developed operational processes for internal teams.

Dec 2016 â€“ Aug 2017: Private Equity Economic Analyst | Asia Capital PLC

- â€¢ Selected to join the Corporate Finance team as one of two Economic Analysts.
- â€¢ Introduced STATA to enhance economic analysis.
- â€¢ Built econometric forecasting models and authored five investor reports.
- â€¢ Delivered presentations to foreign investors on Sri Lanka's economic outlook.

Aug â€“ Sept 2015: Equity Trading Intern | National Development Bank Securities

- â€¢ Valued companies on the Colombo Stock Exchange using financial modelling.
- â€¢ Developed macroeconomic forecasts and wrote an economic research report.

ENTREPRENEURIAL PROJECTS

June 2016 â€“ Present: Director | Lakpahana Handicrafts Pvt Ltd

- â€¢ Develop strategic roadmaps for our family business which sells Sri Lankan handicrafts and promotes Sri Lankan culture and craftsmanship.
- â€¢ Continuously assess and provide guidance on operations and marketing.
- â€¢ Advise craftsmen on market trends and new design opportunities.

ADDITIONAL SKILLS & ACHIEVEMENTS

- â€¢ Languages: English (fluent), Sinhalese (fluent)
- â€¢ Awarded 3 individual client awards for exceptional work
- â€¢ Recognized as "Top Performer" and received an SBU Special Award at Virtusa
- â€¢ Best Dissertation Award â€“ MSc Banking and Finance, King's College London
- â€¢ Student Representative â€“ King's College London MSc Program
- â€¢ Former Senior Commodities Analyst â€“ Queen Mary Trading and Investment Society