ATIF SIDDIQUI

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Lead Business Systems Analyst/ IT Product Owner

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| **CONTACT**  Ph: (847) 532 3872  Email: [kaasiddiqui1@gmail.com](mailto:kaasiddiqui1@gmail.com) | **EDUCATION**  Bachelor’s in Engineering  Graduated May 2008 | **CERTIFICATION**  Certified SCRUM Master  June 2020 |

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| **PROFILE** | **SKILLS** |
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| * Business Systems analysis and IT Product leader with over eight years of experience | * Health Care, P&C Insurance, Airlines * End to End system implementations |
| * Experienced in driving product initiatives including Salesforce and Guidewire system implementations, complex product enhancements and cross-functional integrations | * New Product Development, Re-Engineering, Third Party Data Integration & Business Implementation * Technical and Analytical support, applying Agile & Waterfall Frameworks |
| * Recognized for leading process improvement projects designed to achieve operational efficiency and low touch processes | * Communication * Strategic thinking |
| * Experienced in efficiently managing business & technical requirements, performing gap analysis between goals and existing procedures/skill sets, and designing process and system improvement * Analytical thinking and result oriented | * Strong knowledge of Microsoft Office Suite (MS Word, Excel, PowerPoint, Access, SharePoint, Visio, etc.), Balsamiq, and Zeplin * Understanding & knowledge of software platforms: .NET, Salesforce (Traditional & Lightning), Guidewire, Java, Visual Basic & SOAP |
| * Well versed in creating artifacts/ deliverables such as Product & Sprint Backlogs, Epics, User Stories, Acceptance Criteria, FRD, Use Cases, Process Flows, Wireframes, Prototypes, etc. | * Expertise on Salesforce, Guidewire, Rally, IBM Rational Tools Suite (Requisite Pro, Rational Rose, etc), BO Crystal Reports and Info view, JIRA, HP Quality Center, Exstream, APIs, SOA services, ETL, MuleSoft, Cloud Aware (AWS and Azure), Fiddler and TOAD |

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**EXPERIENCE**

Lead Business Systems Analyst

**McKesson – Scottsdale, AZ (Remote)**

Feb 2022 – Present

Working on new implementations and enhancements for pharma clients with various drugs for their promotions, discounts & one-time coupons. Led the scope & requirements effort by managing the business analyst team to elicit/ analyze/ document requirements, perform metadata updates, track database queries in TOAD & coordinate with various cross-functional teams for the scheduled project rollouts

Sr. Business Analyst/ Product Owner

**Medline Industries – Northfield, IL (Remote)**

Apr 2020 – Jan 2022

Led the functional and technical capability enhancements of the system which handles rebate discrepancies between the Medline BAs and Vendors. Analyzed and reported on the performance of digital marketing campaigns, using data-driven insights to optimize and improve campaign effectiveness. Created detailed mockups for the business stakeholders, provided overviews, managed approval process and handoff to Dev & QA teams. Managed Product backlog and prioritization of stories

Sr. Business Analyst/ Product Owner

**United Airlines – Chicago, IL**

May 2019 – Mar 2020

Worked on projects to enhance and integrate the oversale application with the primary application. Enhanced the business rules/ logic for the customers that were solicited in an oversale situation, compensation issuance and refund policies that were revamped for the gate agents at the airports to manage oversales in the most effortless manner. Created process flows and led brainstorming sessions to understand complex and intricate processes

IT Business Analyst

**Health Care Service Corporation (Blue Cross Blue Shield) – Chicago, IL**

Apr 2018 – Apr 2019

Led requirements management effort on the project for Government Programs Department which entails over 65 Medicaid Insurance offerings. Worked on Salesforce CRM Applications for call center agents working on call scripts to enroll members where the producers certified/sold the Medicare Products like MAPD, PDP and Part- Dfor 2019. Tasks involved eliciting/analyzing/documenting requirements for the system used for assigning the Appointment Requests for prospective Medicare clients. Performed troubleshooting for mass imports in Salesforce, manage interdependencies and issue escalations as needed

IT Business Systems Analyst

**Motor Vehicle Software Corporation (VITU) – Oakbrook, IL**

Oct 2017 – Mar 2018

MVSC modernizes the vehicle registration and titling processes. Existing solutions fell short because they were neither truly comprehensive nor client centric. With these factors in mind, the innovators at MVSC designed an unrivaled product that not only encompassed all registration, titling and compliance requirements, but one that also provided top-quality, personalized client service and support. Created process flow diagrams to conceptualize complex functionalities. Performed client installations, access management and support.

Business Systems Analyst

**American Family Mutual Insurance – Madison, WI**

Jan 2017 – Oct 2017

Worked on projects involving enhancements to Guidewire insurance application for commercial Property and Casualty (Automobile, Business Owners, General Liability and Property Insurance) products. Enhanced user facing applications by assessing system capabilities and interdependencies to define business solutions. The focus was to provide the system with greater control, user functionality, robustness, scalability, and security. Also, worked on Enterprise Content Management capabilities in parallel with Guidewire Implementation to enhancedocuments sent to the insurers or claimants for notices, updates, claims and settlements in the claim center which was built on a legacy system; The documents were created in HP Exstream dialogue fed byGuidewire application.

IT Business Systems Analyst

**Underwriters Laboratories – Northbrook, IL**

Sep 2016 – Dec 2016

Worked on a large-scale project to replace UL’s current portal with a new one. The main purpose of this portal is to provide the UL’s Customers and Field Engineers an interface to coordinate from the initiation to completion of testing and certifying any product. Customers can also initiate a quote, get an estimate and pay the invoice online.

IT Business Analyst

**Health Care Service Corporation (Blue Cross Blue Shield) – Chicago, IL**

Mar 2016 – Aug 2016

Worked on a large-scale data migration project to transfer 160 fields of Blue chip (Claims application) from COBOL to JAVA used for claim Adjudication within BCBS and BD improvements to improve the performance and functionality of the application.

Business Analyst

**AAA Insurance – Aurora, IL**

Apr 2015 – Feb 2016

Worked on Property & Casualty, and Life Insurance products for the Enterprise Applications department, Projects involved multiple enhancements to user facing applications. Was involved in a project for re-engineering underwriting and risk assessment process of AAA Insurance which enhanced the standards of services being offered to the users.