

Elena Ogneva

Contact Information:

- **Name:** Elena Aleksandrovna Ogneva
- **Location:** Toronto
- **Phone:** (438)229-42-18
- **Email:** elena.a.ogneva@gmail.com

About: With more than a decade of experience in analyzing critical business problems, process modeling, and crafting business requirements for product development within the fintech and logistics sectors, Elena Ogneva has consistently delivered results. Her expertise extends to managing business requirements with a deep understanding of the SCRUM Agile framework's role in the product development process.

Experience:

Business Analyst (November 2021 - January 2023) *VTB Bank*

- Department of Analysis and Product Development, Customer Lifecycle Management
- Key Achievements:
 - Developed a User Dashboard interface allowing users to submit applications for various bank products.
 - Implemented an Open API service for seamless integration with external bank clients, including partner websites.
 - Successfully completed the MVP phase for messaging functionality to bank customers at different stages of product application.
 - Integrated with various internal bank services, including Customer Potential Cabinet, Business Registration, Qualified Electronic Signature, Analytics, and Reporting.
 - Designed a data model and executed data migration into the bank's Central Data Warehouse (CDW).

Lead Business Analyst (April 2020 - November 2021) *Sberlogistica*

- Sberbank's DZO (Delivery and Logistics Division), offering comprehensive logistics services across Russia.
- Key Achievements:

- Executed UI enhancements for the website and mobile application to improve the customer journey for order processing and delivery tracking.
- Integrated WMS (Warehouse Management System) with the company's network of automated parcel lockers.
- Developed the delivery, validation, and return processes for Avito sellers through Sberlogistica points.
- Integrated with Wildberries and AliExpress for parcel delivery through Sberlogistica parcel lockers.
- Implemented an automatic sorter at the company's largest distribution hub.
- Launched a mobile app for sending parcels through the Sberbank mobile app.
- Completed the MVP phase of a three-party integration with Sber, Korust Sphere, and international delivery projects.

Business Analyst (September 2019 - March 2020) *Paragon Software Group*

- A company specializing in developing system and software solutions for businesses.
- Key Accomplishment: Developed the Open E-Commerce Platform solution for Ninestar China.

SAP Consultant (September 2012 - September 2019) *Technology Logistic Systems*

- A company specializing in integrating automated warehouse and transport logistics systems (SAP EWM, Infor SCM, A-SIS LM).
- Key Accomplishments:
 - Implemented SAP Extended Warehouse Management (SAP EWM) at the "Service of Distance Trade" company.
 - Launched WMS (Warehouse Management System) INFOR at DeAgostini International Publishing House in partnership with INFOR (USA).
 - Implemented WMS A-SIS at the "Svoboda" cosmetic factory in collaboration with A-SIS (France).

Education:

- Moscow Technical University of Communications and Informatics (MTUCI) (1995-2000)

- Information Technology, Software Engineer

Skills:

- Formulating business requirements for B2C and B2B products.
- Analyzing AS-IS processes and developing TO-BE business process models (BPMN) with optimization considerations.
- Collaborating with multiple stakeholders to align business requirements.
- Preparing requirements for interface development and analytical reporting.
- Crafting CJM (Customer Journey Map) for project streamlining.
- Collaborating with Project Managers to build a backlog of tasks.
- Assigning development tasks to the team.
- Accepting completed functionality with stakeholders.
- Conducting employee training on new functionality.

Tools: BPMN, Jira, Confluence, User Stories, Use Cases, UML, SQL, JSON, FIGMA, Customer Journey Map, User Story Map, Impact Mapping

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