## **Hema Ramagiri**

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**Professional Summary:**

13+ years of **IT Industry** experience as a **Sr. Business Analyst** in **Insurance (Property & Causality)** domainat all phases of a **SDLC projects** with solid understanding of **Business Requirements Gathering, Business Process Mapping, and Translating Requirements into Specifications.**

* Professional Experience in the field of **Property and Casualty Insurance** with strong exposure in **Business Analysis** and project experience in various **LOB's** such as **Commercial** **(Commercial Auto, Workers Compensation, Commercial Property, General Liability, Business Owners Policy (BOP) and Reinsurance.**
* Experience gathering requirements through **Joint Application Developments sessions (JAD)** and **Joint Requirement Planning sessions (JRP)**, Walkthroughs, Interviews, Questionnaires and Brainstorming with end-users, clients, stakeholders and the IT group.
* Experience working on **PolicyCenter, ClaimCenter** of **Guidewire** suite for **Property & Casualty Insurance** as **business analyst** between technology and business to help build a customized software solution component with **Agile methodology**.
* Conducted and participated in **Scrum events** like **Sprint Planning, Daily Scrum Stand-up, Sprint Review** and **Sprint Retrospective** meetings and **backlog grooming** meetings.
* Expert in implementation insurance Technology solutions like Guidewire includes **Personal P&C and Commercial Automobile** Product knowledge with in - depth knowledge in the **Underwriting, policy administration, PolicyCenter, ClaimCenter, Reinsurance and Claims process**.
* Good understanding and experience working on different **transactions** of **Guidewire PolicyCenter** such as **New Submission, Issuance, Renewal, Cancellation, Policy change, Reinstatement, Rewrite** and also features such as **UW issues, Roles/Permissions,** **Moves and Merge**, **Activities and Activity patterns, Forms.**
* Experience on gathering and documenting requirements of multiple line of business **(commercial auto, commercial property, general liability, workers compensation)** as is flow and future business flow using **Guidewire PolicyCente**r.
* Hands on experience with capturing requirements and executing the data integrations such as **VIN integration and MVR integration** through API interface with Request/Response Procedure (request data to server and receive data from server) from external vendors like LexisNexis, Safelight and Price Digest.
* Conducted meetings with **Subject Matter Experts (SME's)**, **Claim Experts**, **Claim Adjusters** to understand the workflow and write user stories from **FNOL (First Notice of Loss) to Claim closure process** to communicate with development team as well as QA team.
* Excellent understanding of **Claim Life cycle** steps such as **Claim Intake, Segmentation, Assignment, Adjudication, Payment, Litigation and Recovery Phase** and extensive knowledge in managing the **submission of claims and payment process**.
* Worked closely on **integrations** between the **claim center** and **third party vendors** for **Replacement Car Rental Service, Auto Body Repair Service, Local Towing Services, House Repair Services and Medical Services** as services provided through **Claim Center**.
* Served as a **liaison** between the **business team and the technical team** by identifying, understanding, and documenting their needs.
* Hands on experience on **(Workers Compensation Claims, General Claims)** configuration and implementation of **Guidewire Policy Center** and **Claim Center.**
* Extensive experience in **Business Owner's Policy (BOP), Commercial Auto, and General Liability in Commercial lines of business, Reinsurance.**
* Proficient in analyzing and creating **Unified Modeling Language (UML) Diagrams** such as **Use case Diagrams, Activity diagrams, Sequence Diagrams, Data flow Diagrams, Business flow diagrams**.
* Experience in gathering requirements and created different documentations such as **Business Process Model (BPM), Business Requirement Document (BRD), and Technical Specification Document, Use Cases, Functional Requirement Specifications, Traceability Matrix and test scenarios, test cases**.
* Engaged in **product backlog grooming meetings** to refine **user stories**, ensuring they are well defined, appropriately prioritized, and ready for development.
* Involved in managing defects and **user stories** using **Defect Tracking** Tool **JIRA**, reviewed each defect and assigned development team to resolve problems.
* Extensive Experience in **Gap analysis** to compare **As Is** with **To Be** business processes and offered solutions.
* Thorough knowledge and working experience of Agile project management concepts, practices, techniques, **project management life cycle**, methodologies and support tools along **with handling scrum offshore and onshore teams**.
* Working knowledge in **SQL queries** to extract data from various databases for data and generating reports per the analysis formal specified **Subject Matter Experts (SME’s)**.
* Participated in **sprint planning meetings** to define the scope of work for each sprint, prioritize userstories and estimate the effort required for implementation.
* **Team-player** with the ability to work within a collaborative environment. Creative and efficient in **proposing solutions** to complex, time-critical problems. Collaborative in driving decisions. Strong **analytical and problem-solving skills** with a high attention to detail.
* Excellent **Mentoring skills, People skills, Leadership skills, Communication and Collaboration skills**.

**Technical Skills:**

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| **Business skills:** | **Elicitation, Analysis, Documentation, Impact Analysis, Gap Analysis, Stakeholder Analysis, Flow charts, Sequence Diagrams, Workflow Diagrams, Entity Relationship (ER) Diagrams** |
| **SDLC Methodologies:** | **Agile Scrum, Waterfall** |
| **Requirements/Document Tools:** | **MS SharePoint, Microsoft Word, Microsoft Excel, Microsoft Visio, Microsoft PowerPoint, SQL, Google Docs** |
| **Defect Tracking Tools:** | **JIRA** |

**Education:**

**Bachelor of Technology (Computer Science) (2005-2009) JNTU Hyderabad India**

**Professional Experience:**

Company:  **Donegal Insurance Group – Marietta, PA March 2020 till date**

**Position: Guidewire Business Analyst**

Donegal Insurance Group provides full lines of personal, farm and commercial insurance products across multiple regions of the United States. The objective of this project is to execute new claim management system **Guidewire ClaimCenter** for the ease of Commercial LOB of **P&C Insurance**. The project also involved to optimize workflows of the ClaimCenter to provide better claims processing and deliver streamlined claims settlements.

**Roles & Responsibilities:**

* Conducting requirement elicitation workshops through **interviews, JAD sessions, Questionnaires and Brainstorming** with **SME**’s (subject matter experts) to understand and implement **Guidewire ClaimCenter** for the **Commercial auto, Commercial Property insurance** of **P&C Insurance.**
* Expertise in understanding and documenting **Claim end to end life cycle** from **Claim Intake, Segmentation, Assignment, Adjudication, Payment, Litigation and Recovery Phase.**
* Experience working on **requirements** for various **User Stories** relating **to ClaimCenter functional areas** like **FNOL, Claims Financials, Loss Assessment, Subrogation, Recovery, Salvage, Activities, Litigation Management, Car Rental Management, Bulk Invoices, Contact Management** etc**.**
* Worked on **customizations** on **Guidewire OOTB First Notice of Loss (FNOL) process** bygathering requirements from **Stakeholders** for collecting **incident details, reporter information, involved vehicles, main contact details** etc.
* Worked closely in **integration** between **Guidewire Claimcenter and various 3rd party vendors like - Enterprise, Safelight, Quest, TransUnion, General Ledger, ISO/Verisk, AIS.**
* Good understanding and experience working on requirements elicitation of **Verified claims** and **Unverified Claims process** and in managing the **submission of claims** and **payment process**.
* Worked closely on **data migration** and data mapping activities to ensure smooth transition from existing **claim management system** to **Guidewire ClaimCenter** and validated.
* Worked on Commercial lines P&C Insurance including both **Policy and Claims processing and Reinsurance.**
* Created **userstories** for **Guidewire Claimcenter workflow** based on **business requirements** to translate them to **developing team** for better understanding of various scenarios among different LOB’s of **P&C Insurance**.
* Conducted **Gap analysis** to understand new business requirements and challenges in implementing new modules of **Claim center** over the existing **claim management systems**.
* Lead JAD sessions with users and Business to bridge the gap in **Reinsurance** requirement captured and Design.
* Prepared **Business Requirement Documents (BRD's**) after the collection of **Functional Requirements** from **Guidewire ClaimCenter** **System** users that provided appropriate scope of work for technical team to develop prototype and overall system.
* Applied **SQL skills** to retrieve specific data for reporting purposes, such as generating reports on claim status, financials, and other key performance indicators (KPIs) required by stakeholders.
* Used **JIRA** to convert the **business requirements and defects** into user stories to communicate and resolve them with technical team and testing team.
* Expertly performed Gap Analysis to identify the deficiencies of the current system and to identify the requirements for the proposed system for Treaty and Facultative **Reinsurance**.
* Used **SQL queries** for to extract , and analyse the data from various sources such as **Guidewire Claim Center** database which is crucial for reporting, data validation purposes.
* Participated in **sprint review meetings** where the completed functionality is demonstrated to stakeholders, and feedback is incorporated into future.
* Developed **test strategies documentation** and tested various functions within a **Claim Management** software application. This was practiced in an **Agile Software Development environment**.
* Demonstrated adaptability within the **Agile framework**, allowing the project to respond effectively to changing requirements and priorities.
* Contribution to **sprint retrospective meeting** to reflect on teams performance, identify areas for improvement, and implement changes to enhance project efficiency.
* Utilized Figma for creating wireframes and prototypes to visualize and validate user interfaces, ensuring a clear and user-friendly design for the ClaimCenter application.
* Collaborated with UI/UX designers using Figma to refine the visual and interactive aspects of the ClaimCenter, ensuring alignment with user needs and business requirements.
* Engaged in iterative design reviews and feedback sessions using Figma, enabling the team to make informed design decisions and improve the overall user experience.

**Environment**: Guidewire ClaimCenter, Agile Scrum, MS Project, JIRA, UML, MS Excel, MS Word, XML, MySQL, Core Java,Figma.

Company: **Sompo International - Purchase, NY June 2018 to February 2020**

**Position: Guidewire Business Analyst**

The main goal of the project was to upgrade the **Guidewire ClaimCenter** software application for **BOP, Commercial lines of Property & Casualty** Insurance. The main focus is to identify the business challenges and customize the ClaimCenter software in efficient way to suit the customer needs.

**Roles & Responsibilities:**

* Conducted **Joint Application Design (JAD) Sessions** with business users and development team to drive out detailed **business requirements, functional requirements, or specifications** for development and **enhancement of ClaimCenter** applications.
* Worked on upgrading of the new version of **Guidewire ClaimCenter** with expanded functionality and technical updates by utilizing guidelines of **Agile Methodology** to ensure it meets **business needs**.
* Written and maintained **user stories** by interviewing **SME (subject matter experts), claim specialists, claim adjusters** to gather the workflow from **FNOL (First Notice of Loss)** to **claim submitting and payment process** and translate them to **development** and **testing** team**.**
* Worked with **multidisciplinary teams** of **ClaimCenter** to ensure whether **LOB (line of Business) of P&C Insurance** is consistent or in sync with **Configuration of ClaimCenter**.
* Took initiative to analyse and understand the **Subrogation and Salvation process** tofind defects and worked with respective team to execute new changes.
* Worked on **External vendor’s integration** for **Bulk claims** connected to multiple incidents which resulted defects free and fastened the claim process.
* Thorough knowledge and working experience on **claims lifecycle** at different levels such as **post FNOL, exposure, reserve, assigning level, litigation, contacts, service request, activities etc.**
* Involved in **Guidewire ClaimCenter** applications customizations including **user interface, integration, external vendor functionalities.**
* Analysed and documented **Reinsurance Claims**, accounting modules of the application.
* Experience in preparing user stories and processed **Workers Compensation** claims by communicating with third party vendors consistently.
* Managed the implementation of Image Right (a paperless solution) for the **Reinsurance Claims Division**

oversaw and planned the "Go Live" process training.

* Analysed the Business requirements and converted them in to **functional and non-functional requirements** and documented them by creating **Use Cases** and **Activity diagrams** through the implementation of **UML methodologies.**
* Developing **Screen Mock-up, Wireframes, and screenshots** for the application to easily communicate it to the users, developers, and testers.
* Wrote **Epic, user stories and acceptance criteria or defects** by using **JIRA** and also communicated constantly changing functional and design requirements with business users and developers**.**
* Actively engaged in **daily standup meetings** to provide updates on progress, obstacles, and ensure that development goals are met within the **sprint schedule**.
* Assigned and discussed about the tasks given to technical team and testing team, kept track of project progress at different iterations and phases in **SDLC (software development lifecycle).**
* Utilized **queries in SQL** and data expertise to extract, manipulate, and analyze data from various sources to meet the business requirements.
* Responsible for **validating** the accuracy and completeness of **migrated data** to ensure that critical information in not lost during the transition.
* Created **QA and UAT test strategies**, including regression and integration. Also wrote test scripts, end-to-end testing scenarios and test plans. Assisted with defect reporting, and change requests.
* Utilized Figma for creating wireframes and prototypes to visualize and validate user interfaces, ensuring a clear and user-friendly design for the ClaimCenter application.
* Collaborated with UI/UX designers using Figma to refine the visual and interactive aspects of the ClaimCenter, ensuring alignment with user needs and business requirements.
* Engaged in iterative design reviews and feedback sessions using Figma, enabling the team to make informed design decisions and improve the overall user experience.

**Environment**: Guidewire ClaimCenter, Agile, MS Project, JIRA, UML, MS Excel, MS Word, XML, MySQL, Core Java,Figma.

Company: **Germania Insurance, Brenham, TX September 2016 to May 2018**

**Position: Guidewire Business Analyst**

Germania Insurance is one the oldest insurance companies in the United States which provides a wide range of insurance products including auto, property and business.

The goal of this project is to replace the existing legacy Policy system with PolicyCenter product from Guidewire. It supports the company’s end-to-end underwriting and policy administration process, including new policy applications, renewals, changes, cancellations, and reinstatements. This project also involved in customization of Guidewire PolicyCenter applications.

**Roles & Responsibilities:**

* Organized business requirement elicitation workshops through interviews, JAD sessions with stakeholders to understand and implement lines of business **Business Owner Policy (BOP) and Commercial Auto (CA**) **Workers Compensation** of **P&C Insurance** within **Guidewire PolicyCenter.**
* Worked on Configuration of **User interface, Underwriting Issues, Access Roles and permissions, Move & Merge and Forms** in **PolicyCenter** as needed.
* Good knowledge and Hands on experience working through **Guidewire PolicyCenter transaction** steps such as **New Submission, Issuance, Renewal, Cancellation, Policy Change, Reinstatement and Rewrite.**
* Supported **Development** of **Policy Center** applications such as **Account creation**, **coverage’s**, **quote, contacts, risk analysis, bind and issue** through research and analysis.
* Involved in gathering requirement to execute for **VIN integration** by way of **API interface** with **Request/Response Procedure** (request data to server and receive data from server) from Third party vendor like LexisNexis.
* Hands on working in capturing requirements to implement for **MVR integration** through **API interface** with **Request and Receive** procedure from external vendor like **PriceDigest**.
* Supported on developing **enhancements** of **Workers Compensation** line of business with **Agile Methodology**.
* Worked extensively with project team throughout **integration** process to convert the existing **policy administration system** from their **legacy software system** to **Guidewire software system**.
* Worked closely with the **PolicyCenter team** on implementing the Multiple Premium types and Renewal offer. Created **wireframes** of **policy screens** for new coverages for different lines of business.
* Involved in documenting customization requirements, **business rules** and **data migration requirements** for the implementation of **Guidewire Policy Center**.
* Evaluated internal procedures and participated in the **sprint retrospective** meetings, identified potential items which can be added to the **product and sprint backlogs**.
* Gathered the requirements in **EPICS** and translated them into **user stories** by detailing the **functional** and **non-functional** requirements. Supported the Product Owner in **prioritizing/ grooming the backlogs.**
* Performing **GAP Analysis** on the **As-Is** business process maps and created the **To-Be** business process maps to communicate the solutions to the entire team as well as to gain the approval of the **SMEs** and the management team.
* Expertise in writing **Business Requirements Document (BRD),** **Non-Functional Specification**, **Use Cases, User Story Acceptance Criteria, Screen Mockups.**
* Worked closely with the development and Testing Team to **iteratively implement** and **deliver functional modules** throughout the duration of the project with **Agile Methodology**.
* Managed defects using **Defect Tracking Tool** **JIRA**, reviewed each defect and assigned development team to resolve problems.
* Supported **UAT** efforts including providing direction to **Business Owners writing** **UAT test cases**, facilitating **UAT sessions**, and prioritize **UAT questions and issues**.

**Environment**: Guidewire PolicyCenter, Agile Scrum, MySQL, JIRA, MS Visio, Core Java

Company: Reliance Industries Ltd May 2013 to March 2015

**Role: Jr. Business Analyst**

Reliance Industries LTD is a company with presence in Banking, Insurance domain and Telecommunication sector. The project that was worked include creating customer interface model for Customer involvement and error correction, customer satisfaction and fulfillment.

Roles & Responsibilities:

* Created As-Is Business Models, required for auditing purposes and standard operating procedures for Store operations and Customer relation management. Performed requirements gathering, elicitation and documentation of business and functional specifications.
* Conducted interviews, **Joint Application Developments sessions (JAD)** and **Joint Requirement Planning sessions (JRP**), Brainstorming sessions with the SMEs from finance, customer service, marketing and fulfilment departments.
* Modified customer interactive scripts for the call center based on business rules and marketing campaigns to improve customer interaction and customer retentions.
* Assisted development team and testing team for workflow improvements to raise effectiveness by 10% and decrease errors by 15%.
* Documented business requirements in the form of **Business Requirement Document (BRD) and Functional Requirement Document (FRD)** that includes **Activity Diagram, detailed Data Flow Diagrams, Use Cases, and Flow Charts** for the better understanding.
* Conducted requirement workshops among all project stakeholders to verify and validate the business requirements and identified Use Cases and wrote Use Case Narratives (user stories) with Acceptance Criteria’s for the applications using JIRA.
* Attended Requirement Review Meeting and understood Use Cases and Business requirements and reported to stakeholders, scheduled Design Reviews and ensure all deliverables are met in a timely manner.
* Identified and developed a detailed **Requirement Traceability Matrix** on the type of assets, its subcategories and the teams that would be responsible for processing different requests.
* Conducted project related **Presentations** periodically to the management and business users during various phases of Software Development Life Cycle **SDLC**.
* **Collaborated** with different back-end **teams** to understand the process flow. Closely worked with the release managers to align features with the enterprise release dates.
* Action Sprint Retrospective lessons learned and things to improve on to make the sprints more productive. Conducted impact analysis and managed change requests successfully during the projects.
* Worked extensively with QA team for **designing Test Plan and Test Cases for the User Acceptance Testing.**

**Environment**: Agile Scrum, MySQL, MS PowerPoint, JIRA, UML, MS Excel, MS Word, MS Visio, MS SharePoint, XML, Core Java

Company: **Traffika Asia Hyderabad India** **August 2012- April 2013**

**Position: Search Engine Marketing Specialist**

Traffika Asia is a new kind of Digital Business Consultancy firm works on strategic digital marketing techniques to deliver and exceed digital client’s goals.

**Roles & Responsibilities:**

* Created **seasonal campaigns** for more leads according to the client’s requirement. Followed best practices to produced ads and corresponding landing pages optimized to reduce user bounce.
* Done **A/B testing** on ads and optimized according to their performance.
* Worked precisely on **Ads scheduling** according to geographic locations.
* **Optimized campaigns** by adding negative keywords through search query report.
* Frequent analyzing **competitors’ ads** and keywords performance.
* Creating excel sheet with different campaigns data and uploading through **Adwords Editor**.
* **Monthly and yearly reporting** the performances of PPC campaigns using **MS Excel**.
* Done on page optimization on website such as page loading, checking 404 errors, internal linking and more.
* Frequently created and updated content in website as content is said to be the king of the website.
* Worked extensively on **documenting marketing campaign plans** with **MS Office suite**.
* Internal navigation of the website is checked frequently.
* Creating and **submitting articles** in partner’s websites.
* Collected and analyzed SEO related data from multiple sources, including: Google Analytics, Google Search, Moz, SE Ranking, Google Trends, etc.
* Improved organic search results by advancing our search results page from number 10 to number 3.

**Environment**: HTML, XML, C, C++, PHP MySQL, MS PowerPoint, MS Word, MS SharePoint, MS Excel, MS One Drive, JAVA Scripts, .Net, Salesforce

Company:  **Bip&Sum Software Solutions Pvt Ltd Hyderabad India** **May 2010 to July 2012**

**Position: Web Marketing Specialist**

Bipsum Software is a Digital Marketing Consultancy Company in Hyderabad, also deal projects on SEO Hyderabad, offshore software development, Web Design, IT services

**Roles & Responsibilities:**

* Increased **Brand Awareness and Visibility** by ranking keywords in organic search.
* Worked closely with the **marketing services leader, marketing services consultant, and other marketing professionals** to develop and execute SEO campaigns.
* Developed on page **optimization strategies** that increased search engine rankings.
* Increased keyword usage from 20% to 50%.
* Developed and implemented link-building campaigns.
* Updated content for maximum optimization and search engine rankings.
* Created and managed campaigns according to adjusted strategies.
* Optimized and improved the keywords effectiveness.
* Developed bidding strategies while **balancing firm objectives with customer satisfaction**.
* Created and optimized Ads for more leads.
* Done cash and credit payments rapidly and accurately.
* Had an opportunity to interact and work directly with the client on their requirement.
* Achievements: **Received appreciation direct from client** for consistently improving ppc revenue.
* Regular posting brand updates in social media websites such as twitter, facebook, reddit, pinterest and more.
* Increased 20 % of traffic to the websites.
* **Responding to customer’s queries or messages** on daily basis across company’s social media platforms.
* Designed and executed on digital advertising campaigns that meet **organizational goals** and **objectives**.
* **Analyzed data to identify opportunities for optimization of existing accounts** as well as **new business development.**
* **Developed strategies** that increased ROI through keyword research and account structure best practices.
* **Provided regular reporting** on performance metrics such as cost per acquisition (CPA), click-through rate (CTR), conversion rates, etc., adhering to company KPIs and deadlines set by clients.

**Environment**: HTML, XML, C, C++, PHP, MySQL, MS PowerPoint, MS Word, MS SharePoint, MS Excel, MS One Drive, JAVA Scripts, .Net, Salesforce.