

Sravya Laxmi

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Website



PROFESSIONAL SUMMARY:

- PMP-certified Project Manager and Business Analyst with 4+ years of experience in Healthcare, Finance, and e-commerce.
- Experienced in requirements gathering and analysis through user interviews, workshops, and market research.
- Skilled in creating comprehensive documentation, including Business Requirement Documents (BRD), Functional Requirement Documents (FRD), process flowcharts, and UML diagrams like use cases, sequence, and activity diagrams.
- Proficient in process modeling and system analysis using UML, flowcharts, data flow diagrams, and task sequences to optimize business processes and system performance.
- Extensive involvement in all phases of the Software Development Life Cycle (SDLC), including requirements analysis, design, testing, deployment, and iterative enhancements.
- Experienced in business process re-engineering and gap analysis to align existing systems with evolving business needs and improve operational efficiency.
- Strong understanding of system architecture and design patterns, with hands-on collaboration across cross-functional teams to resolve issues, conduct User Acceptance Testing and enhance project outcomes.
- Known for analytical problem-solving, attention to detail, and fostering team collaboration to deliver effective and timely solutions.

PROFESSIONAL EXPERIENCE:

Conduent (San Francisco, California) | Technical Business Analyst

June 2023 - Present

- Collaborated with state agencies and stakeholders to gather updated requirements for enhancing the Way2Go card system to meet evolving regulatory and user needs.
- Conducted detailed gap analysis to identify opportunities for system optimization, leading to a 10% improvement in transaction efficiency and enhanced user satisfaction.
- Analyzed historical system performance data to propose updates and ensure seamless integration of new features such as improved mobile app functionalities and real-time notifications.
- Documented functional and technical requirements for system enhancements and integrations, ensuring alignment with state-specific benefit disbursements programs like TANF, Child Support, and Unemployment Payments.
- Facilitated User Acceptance Testing (UAT) for new features, collaborating with testing teams to identify defects, ensure functionality, and support smooth system rollouts.
- Streamlined workflows by leveraging Agile methodologies to prioritize system updates, conduct sprint planning, and track development progress using tools like JIRA and Confluence.
- Partnered with technical teams to implement compliance updates in response to federal and state policy changes, ensuring accuracy, security, and regulatory adherence.
- Improved reporting frameworks by creating and automating dashboards to monitor program metrics such as transaction success rates, issue resolution timelines, and user adoption.

- Engaged with end-users and support teams to gather feedback, analyze pain points, and recommend solutions, resulting in measurable improvements to cardholder experience and system usability.
- Acted as a key liaison between state agencies, vendors, and internal teams, ensuring clear communication, resolving operational issues, and facilitating timely delivery of enhancements.

Amazon (Hyderabad, India) | Business Analyst

Feb 2019 - Aug 2021

- Collaborated with cross-functional teams to gather and document business requirements for the Amazon Gift Cards program, supporting product enhancements and new feature rollouts.
- Conducted market research and competitive analysis to identify digital payments and gifting trends, enabling data-driven decisions that improved product adoption by 15%.
- Designed and maintained detailed Business Requirement Documents (BRDs) and Functional Requirement Documents (FRDs) to support feature development and ensure alignment with business goals.
- Analyzed large-scale transactional and user behavior data to identify bottlenecks and proposed process optimizations that reduced customer purchase time by 20%.
- Partnered with technical teams to define data pipelines and ensure accurate tracking of KPIs such as redemption rates, fraud prevention, and customer satisfaction.
- Facilitated User Acceptance Testing (UAT) for new gift card features, ensuring defect-free launches and successful implementation across Amazon's platforms.
- Improved operational efficiency by recommending enhancements to backend systems, reducing manual errors in gift card distribution and reconciliation by 30%.
- Acted as a bridge between engineering, marketing, and customer service teams, ensuring consistent communication and seamless implementation of solutions.
- Created and automated dashboards using tools like Excel, Tableau, and SQL to monitor sales trends, redemption rates, and customer engagement metrics.
- Delivered regular business insights and performance reports to leadership, enabling strategic decisions that boosted the growth of the Amazon Gift Cards business in India.

Accenture (Hyderabad, India) | Software Engineer in Test

Jun 2018 - Jan 2019

- Designed and implemented automation test frameworks using Selenium WebDriver and TestNG, reducing manual testing efforts by 40%.
- Conducted functional, integration, regression, and performance testing using JMeter to optimize system performance for high-volume financial transactions during peak usage.
- Developed and executed API test scripts with Postman and Rest Assured, ensuring backend functionality and data consistency across integrated systems.
- Automated test pipelines in Jenkins, streamlining CI/CD workflows and reducing deployment cycles by 25%, enabling faster feature releases.
- Collaborated with cross-functional Agile teams in sprint planning, stand-ups, and retrospectives while delivering bug-tracking reports and dashboards for actionable insights.

TECHNICAL SKILLS:

Business Analysis & Modeling: JIRA, Confluence, Miro, Excel, Power BI, UML (Use Case, Sequence, Activity Diagrams), Process Flowcharts, Data Flow Diagrams, BRD, FRD, User Stories, Gap Analysis, Business Process Reengineering (BPR)

Data Analysis & Visualization: SQL, Python, Tableau, Power BI, Excel (Advanced Functions, Pivot Tables, Macros, Dashboards)

Software & Tools: JIRA, Confluence, ServiceNow, Slack, Trello, Salesforce, Atlassian Suite

Testing & Quality Assurance: Selenium, TestNG, Postman, Rest Assured, JMeter, User Acceptance Testing (UAT)

Database & Cloud Technologies: Oracle, MySQL, AWS, Microsoft Azure

Process Frameworks & Methodologies: Agile (Scrum), Waterfall, Design Thinking, Business Process Modeling

Additional Skills: Stakeholder Management, Strategic Planning, Change & Risk Management, Regulatory Compliance

EDUCATION:

GEORGE WASHINGTON UNIVERSITY (MS in Engineering Management)

May 2023

Relevant Coursework: Project Management; Data Analysis; Financial Engineering

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY (B.Tech in Information Technology)

May 2019

Relevant Coursework: Database Management Systems; Software Engineering; Cloud Computing;