

Shamlavathy Vedhagiri

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Location: London, UK

Email: shamla0905@gmail.com

PROFESSIONAL SUMMARY

An experienced professional with 9+ years and a proven track record of developing and launching innovative IT solutions. Excels as a channel between value & technology as Product Owner and Business Analyst. Excited and motivated when assigned responsibility of new / complex initiatives & programs, opportunities where new delivery models are required to address challenging management problems.

QUALIFICATION

- **B-Tech (Information Technology)** – Alpha College of Engineering, Chennai – India, 2012

Certification:

- **Certified Scrum Product Owner** by Scrum Alliance
- **Certified SAFe Agilist 6.0**

SKILLS

- Agile development – Scrum and SAFe
- Collaboration and Leadership
- Monitoring and Reporting
- Stakeholder Management
- Product & Project Management
- SQL, JIRA, Confluence, Lucid, Leankit, Azure Devops, Blueprint, RTC, Microsoft Power BI, Drupal, AEM.
- Domain Worked: Retail Banking , Consumer Banking, Mobile payment gateways, Telecom Billing and payments, Banking Customer Relation Management, Salesforce CRM.

PREVIOUS WORK EXPERIENCE

Organization: Hexaware UK

Profile Title: Lead Business Analyst & Scrum Master – London Stock Exchange
Present

Nov 2023 to

- Led the development team accountable for delivering base components and templates for facilitating real time content, as a Business analyst for Adobe Experience Management System (AEM) & Drupal CRM.
- Built and map the relevant API for the components, templates and pages level.
- Analyzed the London stock exchange website and listed the existing functional and non-functional requirements as part of the discovery phase.
- Syn the Static and Dynamic data components with API in existing Drupal CMS platform as part of Migration.
- Mapping the existing AEM components with LSEG components to obtain the future state of the AEM components.
- Collaborated with Business teams, PO to obtain the new features and enhancement for the websites.

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- PI Planning for the future sprints and goals of the future release, backlog refinements.
- Overall BRD preparation for the new functional and technical requirements, presented to the stakeholders' approval.
- Database SQL knowledge with data mapping from the API integration.
- Working closely with backend, frontend, architects and QA for the team managements for requirements investigation and development.

Organization: Standard Chartered Bank, India

Profile Title: Business Analyst Manager

Oct 2020 to Feb 2023

- Worked cross- functionally with executive leadership and marketing teams to understand customer pain-points and translate them into actionable user stories, as a proxy product owner for the DDA & DDI, Global Pricing and Billing application
- Facilitated engagements on feature development and code implementation in the front-end web applications and back-end API services.
- Worked in global regulatory requirements for the DDA, DDI, Bacs payments and Virtual account integrations.
- Virtual account billing and integration for the global market with API integration, specification document creation according to the country regulations.
- Involved in rolling out product features and migration to 5 markets - US, SG, ID, KE and MY which included product training.
- Working in Agile - framework on Sprint Planning. Creation Of Epics, Backlog,Gherkin - User Stories Ready/Done and acceptance criteria in BDD format with business operations and code commit, updating the Trace-ability matrix.
- Adopted Gherkins Behavioral Driven Development (BDD)
- Worked closely with Stakeholders, developers, delivery partners to ensure alignment of business needs with solution design, API integration and design modelling tools.
- Created product roadmaps, define product vision, and drive go-to-market initiatives with Created BRD, FRD, technical specification documents, conducted functional walkthrough, Gap analysis.
- Facilitating workshops in-depth analysis, JAD sessions with stakeholders, worked as Project / product managers to gather functional and nonfunctional requirements of the system.
- Experienced with leading SCRUM ceremonies such as retrospectives, backlog grooming, story-pointing, and sprint planning.

Organization: Zuora India Private Limited, India

Profile Title: Subject Matter Expert - CSM

Nov 2018 to Jun 2020

- Zuora creates salesforce cloud-based software on a subscription basis that enables subscription billing.
- Managing quotes, orders, billing, and revenue recognition for an entire customer lifecycle on a single platform.
- Creating, record documentation analysis and executing use cases in Zuora test environment based on dedicated customer discovery calls and derived needs with agile software.
- Handled payment gateways, Zuora connect applications such as workflow, payments, electronic payment retry, collections automation, user interfaces and collection data reports methods.
- Analyse, troubleshooting, and problem resolve for a tenant (customers) issues raise in zuora salesforce tool

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- Ensured speed to delivery following agile scrum processes and working alongside scrum teams. Adopted a data driven approach to understand trends and complexity.

Organization: Wipro Technologies Pvt Ltd, India

Profile Title: Consultant

May 2010 to Apr 2012

- Worked with Customer Relation Management (CRM) application for the CITI staffs to serve the customers of the CITI bank in terms of RM dashboard module.
- Systems Analysis and userstories for RM Dashboard, managing daily scrum calls and end to end client requirements interaction, sprint planning, walkthrough to the business and development teams.
- Appointment fixing for the client/customer via RM dashboard.

Organization: Adpay Mobile payment India Pvt Ltd, India

Profile Title: Product Analyst / Project Analyst

Dec 2014 to Nov 2017

- Adpay is the mobile payment gateway which provides the payment through mobile for all digital content buying WAP and WEB based portal and merchandising (third party) product purchase.
- AdPay wallet for the all-wallet related transaction for sending and receiving money developed form the POC level with Mock ups demos.
- Adding new features to enhance digital transformation and commercial products of AdPay simple Apis integration process and implementation.
- Managed overall presentation for the Adpay product till date to project to the new client's prospects to acquire projects.
- Performed software testing, prototyping for the business cases.