



Nuruddinali (Nur) Dawoodani

Business Analyst

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About Me

Lead Business Analyst with 18+ years of experience driving digital transformation and business performance. Expert in leading cross-functional teams within Agile/SAFe environments to deliver high-scale guest-facing features. Proven track record of bridging the gap between complex technical architecture and multi-million dollar business value.

Work Experience

03/2020 – Present
Vancouver, Canada

Lululemon Athletica

Business Analyst

- Architectural Revamp Leadership:** Served as Lead BA for an Accelerated Development project to revamp the architecture across all guest-facing pages, ensuring scalability and performance.
- Governance & Standardization:** Guided the project team in following consistent patterns for Epic writing, User Story writing, and rigorous Backlog management.
- AI-Driven Product Highlights:** Led the "Product Highlights" initiative, using AI to dynamically feature trending, new, and most-gifted products, resulting in a multi-million dollar revenue impact.
- Home & Story Page Revamp:** Developed new components to educate guests on popular categories and upcoming products, enhancing the "Community Sweatlife Stories" hub.
- Strategic Partnerships:** Played a key role in high-profile initiatives including the Lululemon x Olympics Team Canada Partnership and the Holiday Gift Guide revamp.
- SAFe Delivery:** Authored Agile/Scrum User Stories for Web, iOS, and Services within the Scaled Agile Framework (SAFe).

03/2019 – 02/2020
Vancouver, Canada

Vancity

Business Analyst

- System Migration:** Acted as BA within a Scaled Agile structure for a major Commercial Banking system migration for staff and members.
- Stakeholder Management:** Collaborated with internal teams and external vendors to elicit integration requirements and formulate user stories.
- Gap Analysis:** Conducted thorough analysis of existing systems to understand behavior and identify critical gaps.

10/2011 – 03/2019
Vancouver, Canada

HSBC Canada

Business Analyst / ITQA Test Lead

- Digital Transformation:** Delivered a digital communication platform for large customer segments, achieving sustainable cost savings and a reduced carbon footprint.
- Process Improvement:** Optimized business processes for Lending Systems, specifically the Credit Application and Mortgage Renewal processes.
- QA Leadership:** Created Test Strategies and Plans, leading manual and automated System Integration Testing (UFT) for core banking systems.

08/2005 – 03/2011
Pune, India and
Burnaby, Canada

HSBC Global Technology

Senior Software Engineer - SME

- **System Development:** Specialized in Retail Banking Systems (CRM and Transaction Processing) on mainframe/zOS platforms for HSBC UK.
- **Modernization:** Delivered crucial transitional products to shift from legacy technology to future-proof, market-relevant solutions.

Skills

Leadership

- BA Mentorship
- Backlog Management
- Governance
- Stakeholder Collaboration

Functional

- Data Analysis
- Business Process Improvement
- Strategic Planning

Technical

- JIRA
- Confluence
- SQL
- Microsoft 365
- Power Automate

Certifications

- Certified Business Analysis Professional (CBAP) - Expired

Nombré Date

- JiraNuruddinali (Nur) Dawoodani1
- Confluence
- Microsoft Azure
- Data Analysis
- Figma

Education

2001 – 2005
Mumbai, India

Bachelor of Engineering - Computer Science

Vivekanand Education Society's Institute of Technology (V.E.S.I.T) - Mumbai University, India

1999 – 2001
Mumbai, India

Upper Secondary (High) School - Science

K. J. Somaiya College of Science and Commerce - Mumbai University, India

1988 – 1999
Mumbai, India

Secondary School

St. Sebastian's High School - Mumbai University, India