



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 <ul style="list-style-type: none">• BA Mentorship• Backlog Management• Governance• Stakeholder Collaboration	Functional <ul style="list-style-type: none">• Data Analysis• Business Process Improvement• Strategic Planning	Technical <ul style="list-style-type: none">• JIRA• Confluence• SQL• Microsoft 365• Power Automate

Certifications
<ul style="list-style-type: none">• Certified Business Analysis Professional (CBAP) - Expired

Nombre Date	
<ul style="list-style-type: none">• JiraNuruddinali (Nur) Dawoodani1• Microsoft Azure• Figma	<ul style="list-style-type: none">• Confluence• Data Analysis

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