

Business Analyst

Core Skill:

Business Analysis

Industry Verticals:

Insurance

Energy

Retail

Mobility

Media

Databases:

MySQL

Oracle

Tools & Techniques:

Scrum

Kanban

SQL

Power BI

Summary:

Business Analyst with over 9 years of experience in technology projects in a variety of industrial sectors for customers in Latin America, Canada and The United States. Solid experience implementing SCRUM methodology and guiding product development in Scrum and Kanban development teams. Experience working in a fast-paced environment, ability to adapt to change, high Attention to detail and strong analytical skills.

Qualifications:

Educational Background :

Official Master's Degree in Business Process Management and Technologies, Universidad de Granada, 2018

System Engineer, Universidad de Antioquia, 2010

Certifications :

Agile Analyst Certification, IIBA, 2023

Product Management : Transforming Opportunities into Great Products, Stanford, 2023

Professional Scrum Product Owner I (PSPO I) Professional Scrum Product Owner II (PSPO II), Scrum.org, 2021

Professional Scrum Product Owner I (PSPO I) Professional Scrum Product Owner I (PSPO I), Scrum.org, 2017

Spoken Languages:

Spanish, Native

French, A1+

English, C1

Soft Skills:

Adaptability

strong analytical skills

Problem Solving

PROFESSIONAL EXPERIENCE

Industry sector : Software Factory		
Business analyst (Senior Engineer)		
2021 -05-24 – Currently		
Project descriptions: 1. Retail Web PDP & CDP pages Maintaining the Retail Web PDP & CDP pages working at its finest, while optimizing user experience and performance through the use of the latest trends/technologies and the continuous AB/ testing of features aligned with user on-page user behavior data analytics and initiatives aligned with the companie's strategic objectives. 2. Mobile App- iOS Checkout Improve efficiency and user experience of the mobile checkout process for the iOS app. Streamlining payment flow, load times,ensuring smooth transition between payment steps,introducing new secure payment methods and error handling.	Responsibilities: I worked very closely with business owners and product managers to ensure digital roadmaps are created and managed according to the requirements needed to solve the high-priority problems within each roadmap for a retail company for the Web PDP, CDP pages and the iOS Guest app-Checkout section. I advised on go/no go recommendations for end solutions and supported in keeping key milestones completed, and on time, for projects, I also facilitated requirements workshops with subject matter experts (internal), technical team members, and vendors and made sure to include in the cycle accesibility requirements.	
Programming Languages:	Tools & Techniques: Jira, Confluence, Agile, SAFe, Microsoft Office, Axe	Testing:

Industry sector : Software Factory		
Business Analyst/ Product Owner		
2019-08-12 – 2021-05-28		
Project descriptions: 1. Barges' fleeting Led from the start the initiative to provide a simple and unified user application to gather information about Crew dispatch, operations, fleet dispatch, logistics and customer services for a barges fleeting company. I played a central role in the discovery of the business needs and MVP definition, this by using analytical methods to ensure the efficient prioritization of the most valuable features. Performed the Requirements' analysis and software product management of the project applying Scrum and Kanban methodologies. Techniques used : Impact maps, user stories, BDD, User Story Mapping, Wireframes, Flow diagrams, user interviews, maximization of the value of the product to be developed.	Responsibilities: My responsibilities included the Creation of user stories acceptance criteria definition and backlog management tasks. Also was in charge of the the Planning, Grooming and Demo meetings. During this project I worked closely with Developers, Testers and Designers to deliver the highest quality products. Designed and executed of manual acceptance tests. And additionally, I Aided in the new employees and clients training in scrum methodology and BA role.	
	Programming Languages:	Tools & Techniques: Jira, Confluence
		Testing:

Industry sector : Software Factory		
Business Analyst		
2019-05-06 – 2019-08-23		
Project descriptions: 1. Vending and dispensing solutions Participated in the implementation of the interface to manage automated vending and dispensing solutions for supply chains everywhere.	Responsibilities: As a business Analyst, I was in charge of the processes documentation ,analysis of the business needs to transform them in prioritized user stories for the team to develop them,and give a delivery time estimation. Lead the product quality testing by performing manual tests ,reporting bugs and possible risks and also understanding their impact in other applications. Jira, Balsamic, Pencil , User stories, Confluence,Microsoft Office Suite, Trello,BDD, slack	
Programming Languages:	Tools & Techniques:	Testing: SoapUI, Accessibility testing

Industry sector : Software Factory	
Business Analyst/ Product Owner	
2014-11-03 – 2017-08-25	
Project descriptions: 1. Led from the start the project to create from scratch the Auto insurance Direct Rating web page. 2. Led from the start the project Software project, part of the business process of licensing companies/agents, to	Responsibilities: As a Business Analyst I Worked closely with Developers, Testers and Designers to deliver the highest quality products.I played a pivotal role in several international projects by leading the requirements analysis and software product management applying SCRUM and KANBAN methodology (Auto insurance, Agent Licensing,

<p>allow them to carry out commercial operations of products on behalf of the main Insurance Company. 3. Participated in the creation of new modules and improvements made on the existing ones of a Software for the management of prisoners in state prisons (cells, food, staff, medications, gangs to which they belong, punishments, etc.). 4. Led from the start creation of the platform for centralized management of programmatic campaigns. This, to give all advertisers the opportunity to view all buying platforms on a single dashboard, and compare and control each part of the digital campaign via a single tool, on all channels possible. 5. I played a pivotal role in the creation of the Modelling and campaign optimization module and the migration of Media planning MPL modules. 6. Guided the team on the creation of tailored made capabilities of a software focused on Intelligent Data Extraction & Automation of data from mortgage documents using advanced machine learning.</p>	<p>Correctional technology ,Data Extraction & Automation and programmatic advertisement solutions companies). My responsibilities included the creation of user stories, definition of acceptance criteria and to manage backlog, plan and execute the Planning, Grooming and Demo meetings. Aid in the new employees and clients training in scrum methodology and BA role. Design and execution of manual acceptance tests. Techniques: Impact maps, user stories, BDD, User Story Mapping, Wireframes, Flow diagrams, user interviews, maximization of the value of the product to be developed.</p>	
Programming Languages:	Tools & Techniques:	Testing:

Industry sector : Software Factory

Business Intelligence Consultant

2012-02-13 – 2013-09-20

Project descriptions:

1. Family Benefit Fund
Spearhead the design and creation of reports and dashboards for a Local Family Benefit Fund in SAP BI 4.0, what improved data accuracy and allowed better decision-making through data visualization for this company.

2. Exhaust Gas Emission Control Solutions
Guided team in the bug fixing and new requirements' implementation in the already created Web intelligence reports.

3. Regional Insurance Industry
Led the design and creation of reports and dashboards in SAP BI 4.0, along with implementing queries directly BW 7.3 to allow the directives to get market insights about the auto insurance trends.

4. Catalog & vending machines sales
Participated in the design and creation of reports in SAP BI 4.0, and also trained power users on the creation of tailored reports necessary to get

Responsibilities:

Led the gathering of the business and functional requirements for dashboards, reports and universes design for family benefit fund, exhaust gas emission control, insurance, catalog & vending machines sales and power generation & commercialization companies by facilitating cross-functional meetings to capture requirements, documenting and translating customer business functions and processes.

Also, assisted with the construction, testing and deployment of queries, activities and reports, administration of the BI 4.0 platform, and was in charge of the project's documentation and training of end users. In charge of the projects documentation and training of end users.

insights about their catalog and vending machines sales. 5. Power generation & commercialization Support the installation of BI4.0 tool with Netweaver.		
Programming Languages:	Tools & Techniques:	Testing: