**Nadeem Syed**

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**SUMMARY**

* Around 6+ years of diversified experience in areas like Business Analysis and Quality Assurance
* Good domain knowledge and work experience in the Retail industry
* Expertise in Software Development Life Cycle (SDLC), Object Oriented Analysis and Design Methodology.
* Experienced in complete SDLC, Client /server architecture providing a well balanced understanding of business relationships, business requirements, worked for financial and technical solutions and help the team at all levels until final product release.
* Expertise with ATG Commerce framework (Pricing, promotion, catalog and checkout), ATG Content Administration (ATG BCC) and Endeca along with working experience with various frameworks like Struts, ATG.
* Expertise in ecommerce environment and Retail industry.
* Extensive experience working with vendor e-commerce tools like Microsoft commerce as well as helping construct and integrate in-house ecommerce applications.
* Good understanding of Project Process and ability to analyze business problems and identify solutions.
* Extensive experience in modeling the AS IS and TO BE ecommerce solutions.
* Worked extensively with the team to meet business requirement and analyzing workflow.
* Experienced in creating Business Requirement Documents, User Requirement Specification, Functional Requirement Specifications..
* Experienced in creating Data Flow Diagrams, Use Cases, Use Case Diagrams, Activity diagrams, Entity Relationship Diagrams
* Skilled in determining system requirements and specifications for application development projects with emphasis on User Requirements and Functional Requirements through user interviews.
* Well versed in Process Narratives, Flow charting Techniques using UML, and Good Documentation Practices.
* Technical expertise in handling large-scale platform architecture, integrations, development using Java/J2EE Technologies. Experience on Oracle Commerce includes ATG Commerce, ATG Multisite, ATG Merchandising, and Content Management working in some of the key areas such as the Business Control Center (BCC), Profile Management, Shopping Cart, Checkout, Pricing, performance tuning, caching, infrastructure setup and Endeca.
* Experienced in developing Object Oriented Analysis and Design Models; Use Case Model and UML.
* Well versed in project management tools like MS Project for project planning, Project scheduling.
* Prepared documents to conduct user acceptance testing.
* Good Knowledge of Unified Modeling Language (UML), Class Diagrams, Use Case Diagrams, Activity Diagrams, Sequence Diagrams.
* Participated in preparation of root cause analysis (RCA) documents
* Team player and self-starter with excellent communication, coordination, documentation, project planning and interpersonal skills.
* Assisted QA team in developing Test Scripts, Test Cases and Test Plans for the User Acceptance testing.
* Proven ability to work under pressure, prioritize and meet deadlines. Open to dynamic work environment and ability to work collaboratively with business analysts, testers, developers and other team members in the overall enhancement of software product quality.

**TECHNICAL SKILLS**

**Operating System :** Win 95/98/NT/2000/XP, UNIX

**Languages:** C, C++, SQL, HTML, SAS

**Software/Database:** MS-Access, Oracle PL/SQL, ASP.NET, SQL Server,DB2

**Web technologies:** HTML, XML, Macromedia Dream Weaver, MS-Front Page

**MS Office Suite:** MS Word, MS Excel, MS PowerPoint

**Web protocols:** HTTP, TCP/IP, FTP

**Modeling tools:** MS-Visio, Rational Rose

**Project Management Tools:** MS-Project

**Methodologies:** SDLC, Object Oriented Analysis and Design (OOAD), Rational

**PROFESSIONAL EXPERIENCE**

**Handango - Hurst, TX Aug 2015 – Till date**

**Sr. Business Analyst**

Business Analyst on Handango's replatform/redesign of the Handango.com e-Commerce website. Identifying and documenting the project scope. Functionality includes Browse Catalog, Shopping Cart, Checkout, Fraud Validation, Order Processing, and Manage Account. Handango.com integrates Endeca Search and ATG Marketing Engine. Conceiving and championing the design and creation of a requirements management database (in MS Access). Tangibles include requirements statements, use cases, process flows, site maps, taxonomy/ontology analysis, and wire frames. The database also facilitates the ease of complex traceability for testing and quality assurance. Handango is a premier international online retailer of mobile computing software for handheld devices.

**Responsibilities:**

* Facilitated JAD sessions, introduced use cases into application development methodology and created client approval process for project methodology.
* Met with client groups to determine requirements and goals. Utilized Rational Unified Process (RUP) to configure and develop process, standards, and procedures and create a Business requirement Document.
* Conversion of existing website to ATG software client moved from custom built application to ATGs eCommerce suite
* Analyzed Business Requirements and segregated them into high level and low level Use Cases, Activity Diagrams / State Chart Diagrams using Rational Rose according to UML methodology thus defining the Data Process Models.
* Followed Agile (XP) Methodology for the release.
* Provided recommendation for use of ATG Commerce for B2B and B2C business.
* Assigned tasks among development team monitored and tracked progress of project following agile methodology.
* Responsible for day-to-day project management and business analysis for the support of client's eCommerce website, which is built on an Oracle/Endeca platform.
* Aided management in standardizing web applications by preparing GUI standards and recommending alternatives for incorporation in a phased, iterative manner.
* Custom tools upgrade client had created marketing, merchandising, promotion and product tools to support their custom web application which needed to be re-architected to work with ATGs eCommerce suite
* Designed and developed Project document templates based on SDLC methodology
* Work closely with Business Owners and Stakeholders to outline Business Requirements.
* Helped with data modeling and defining the conceptual and logical model of the data warehouse.
* Exposure to Client/Server, Web Application developmental tools and Software development and design.
* Work with System analyst and IS teams to understand the flow of data.
* Reviewed and analyzed data from various sources.
* Facilitate risk management workshops, recording risk and assigning risk for mitigation. Research and resolve system issues and perform application testing as necessary. Produce metrics reports from data derived from database as necessary for the project.
* Performed requirements modeling and develop analysis diagrams, activity diagrams, sequence diagrams, state diagrams, data models, and use-case realizations using RUP tools in Agile.
* Created Mapping Documents, Report Mockups and modified existing report mockups as to CMS requirements and finalized for development
* Provide technical expertise as an early engagement to different modules and enhancements to access impacts and define scope.
* Worked along with other business analysts analyzing websites that use the program Endeca
* Created Use cases, activity report, logical components and deployment views to extract business process flows and workflows involved in the project.
* Involved in project management using MS Project
* Aligned requirement documentation with use of UML for object oriented software development (OOD).
* Created detailed functional specifications for development team
* Documented the Use Cases and prepared the Use Case, Activity, Logical, Component and Deployment views using MS Visio and Rational Rose for a clear understanding of the requirements by the development team. Coordinated with testers in using Rational ClearQuest for defect tracking
* Reviewed Integration Test Plan for integration between modules.
* Documented project processes and procedures and version controlled them using Rational ClearCase
* Created Artifacts and defined Milestones and iteration plans for Inception and Elaboration phases of SDLC
* Used TestDirector with QA team for testing.
* Proficiency in ATG E Commerce Framework and knowledge of Endeca.
* Worked closely with project manager in handling whole project.
* Identified and managed issues, risks, constraints and change requests for projects as well as those applications that could affect projects resulting in successful implementations

**Environment:** Rational Rose, Test Director, UAT, RUP, UML, MS Office, Agile/Scrum, MS-Project, MS Visio, Oracle, SQL, PL/SQL, UNIX, Crystal Reports.

**Kohl’s, Milwaukee, WI ` Oct 2013 -Jul 2015**

**Sr. Business Analyst/Systems Analyst**

The goal of the project is to integrate and enhance the existing Web Based E-commerce platform using WebSphere Commerce platform to provide Web Analytics, Product Catalogue, Targeting, and Profiling. The enhanced application provides utilities for selecting products, shopping cart, checkout, payment modes, and membership login. The system is fully web enabled when a customer login and orders items by selecting from e catalogue, the data is transmitted to the application server, which in turn transmit to the process server and to the database server. Accountabilities include procuring requirements for order management system, merchandising & **content** administration, shopping cart and Checkout modules.

The project also included making enhancements to the **sterling Order Management** and **supply chain** Systems to have a robust platform.

**Responsibilities:**

* Involved in Inception Phase and prepared vision statement and initial data models that contain Business Requirement Documents and supporting documents that contains the essential business elements and detailed definitions.
* Helped the client decide on the best vendor solution
* Working with clients to better understand their needs and present solutions using structured SDLC approach.
* Utilize Endeca, Coremetrics, Agility and Tealeaf software daily to optimize search, keep track of analytics, observe user behavior and create business rules for production.
* Gathered requirements for the integration of the payment terminals
* Extensively used MS Project for project management
* Documented the user requirements Analyzed and prioritized them and converted them as system requirements that must be included while developing the software.
* Troubleshot the designed jobs using the DataStage Debugger.
* Tuned DataStage transformations and jobs to enhance their performance.
* Used the DataStage Director and its run-time engine to schedule running the solution, testing and debugging its components, and monitoring the resulting executable versions on an ad hoc or scheduled basis.
* Worked with various vendor groups to gauge the effectiveness of their solution
* Analyzed data and created class diagrams and ER diagrams for designing databases.
* Suggested web security using encryption and authentication technologies for reporting and complaint filing procedures.
* Created wireframes and storyboards
* Planned and defined Use Cases created Use Case diagrams, Scenarios and Use Case Narratives using the UML methodologies.
* Managed UAT testing cycles with Avanade and Endeca to ensure both CRM and BI solutions were tested thoroughly and delivered to customer expectations.
* Provide innovative IT, business & e-commerce solutions to perspective and existing clients.
* Created Mock-up forms in MS word for better visualization and understanding of the software solution.
* Tracked change requests and monitored workload and schedule.
* Facilitated JAD sessions with management, development team, users and other stakeholders to refine functional requirements.
* Scheduled meetings with developers, System Analysts and testers to collaborate resource allocation and project completion.
* Created and managed project templates, use case templates, requirement types and tractability matrix in Requisite Pro.
* Managed workload, schedules and coordinated status review meetings with project managers, business managers and team members.
* Authored progress and completion reports which were then submitted to project management on a weekly basis in MS project.
* Managed the development and implementation of a new Search experience using Endeca.
* Identified various frequently used modules with in the application as well as the peak user volume for load testing purposes.
* Analyzed the test results from QA teams using Performance Studio Analysis to create various scenarios.
* Developed strategies with Quality Assurance group to implement Test Cases in Test manager for User Acceptance Testing.
* Collaborated with Quality Assurance Analyst in Automated and Manual Black box testing.
* Helped in creating end user manuals and procedure manuals.

**Environment:** Java, J2EE technology, Windows 2000 Advanced Server, UNIX / Oracle Platform, DB2, MySQL, MS Visio, RUP, Rational Rose 2002, Rational Clear Quest, Rational ClearCase, Rational requisite pro, rational test manager, Rational Robot

**Puma, Dallas, TX Aug 10 – Sep 13**

**Business Analyst**

The goal of the project was to integrate and enhance the existing Web Based E-commerce platform for purchasing apparel and sporting goods using Microsoft e-Commerce server to provide POS Business Analytics, Web Analytics, Product Catalogue, Targeting, and Profiling. The enhanced application provides utilities for selecting products, shopping cart, checkout, payment modes, and membership login for the discounts. The system is fully web enabled when a customer login and orders items by selecting from e catalogue, the data is transmitted to the application server, which in turn transmit to the process server and to the database server, accountabilities Included procuring requirements for order management system.

**Responsibilities:**

* Worked with the business users and stakeholders to define business requirements and analyze the possible technical solutions.
* Assisted in ROI, ROM and GAP analysis.
* Conducted user interviews, gathered requirements, analyzed, and documented Business requirements based on the analysis of loan processing workflow model and data flow modeling.
* Modeled AS IS and TO BE processes using MS Visio
* Conducted workflow, process diagram and gap analyses to derive requirements for existing systems enhancements
* Gathered requirements/Worked with Web-Sphere to set up, operate, and integrate e-business applications across multiple computing platforms.
* Analyzed the Business and System Requirements of the application.
* Designed and developed project document templates based on SDLC methodology.
* Co-author business requirements document with project teams. Extracted, discussed, and refined
* business requirements from business users and team members
* Assisted the testing team in developing the Test plans for quality assurance based on functional requirements.
* Worked with Front-end and Back-end systems
* Performed User Acceptance Testing (UAT) for various web based and database related applications.
* Interacting with the development and testing teams to improve overall quality of the software.
* Developed Use case, Functional, Object diagrams using Rational Rose.
* Analyzed user problems, including automated and manual business processes and identified, researched, investigated, defined and documented business processes
* Adhered to the Business rules while implementing all the analysis and documentation procedures.
* Act as a resource in understanding how IS systems carry out business functions and assists in ensuring the timely and effective implementation.
* Worked under sprint Iteration model and gained expertise.
* Data mapping, logical data modeling, created class diagrams and ER diagrams and used SQL queries to filter data within the Oracle database
* Assisted the PM in performing Risk Assessment, Management and Mitigation.
* Worked extensively with Mercury quality center
* Worked extensively with the QA team for designing Test Plan and Test Cases for the User Acceptance Testing.
* Verified the Business Scenarios on new builds to allow extended testing by the QA team.

**Environment**: MS office 2003, Visio, MS Project, Rational Test Manager, Micro-strategy, Data Stage, Mercury quality center.