**Rohini Rao**

**Summary:**

* Over 6 plus years of experience in Business process analysis, Business modeling and Business requirements gathering.
* In-depth domain knowledge of Telecom and Networking Industry.
* Extensive success in translating business requirements and user expectations into detailed specifications employing Unified Modeling Language (UML).
* Ability to gather business and technical requirements from both formal and informal sessions utilizing a variety of software tools including, Use Cases and the Rational Unified Process.
* Expert in creating diagrams (Use case diagrams, flow charts, activity diagrams, sequence diagrams), use case document, test plans and test case documents.
* Worked closely with project Stakeholders, SMEs, staff to understand requirements and specifications for new applications along with re-engineering the existing application.
* Comprehensive knowledge of Software Development Life Cycle (SDLC), having thorough understanding of various phases like Requirements, Analysis/Design, Development and Testing.
* Analyze B2C and B2B of Maps Front end and create new business plan, business requirements, and customer requirements.
* Used MS Project to manage schedules, meet deadlines and plan resources. Followed up with weekly Project Status and organized Task Review meetings. Conducted status meetings, managed deadlines, and facilitated prioritization discussions.
* Multi-Tasking and Organizational Aptitudes, with proven experience in Development and Implementation of Strategies.
* Excellent communication and interpersonal skills, capable of communicating with highly technical engineering teams.
* Exceptional mediator between external and internal customers, capable of interpreting there needs andpositions to ensure the success of the projects.
* Very well versed in documentation, presentation and delivery.
* Experienced in vendor management, training users / peers, building consensus.
* Strong written and verbal communication skills.
* Communicated through chat/video chat with off shore development team and managed the team.
* Self-motivated and quick learner of new concepts and technologies.
* Ability to determine causes of operating errors and decide what to do about it.
* Ability to conduct tests and inspections of products, services, and processes to evaluate quality or performance.

**Technical Skills:**

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| Business Modeling Tools | MS Office (Word, Excel, PowerPoint, Outlook, Access), MS Visio, Enterprise Architect, Axure RP, Tableau, Rally, Jira, Trac, Adode Photoshop. |
| Methodologies | Agile, Waterfall |
| Applications | MS Office (Word, Excel, PowerPoint, Publisher, Outlook) MS Project 2000. |
| Operating System | Windows, Linux |

**Work Experience**

**AT&T Mobile, Atlanta, GA Sept 2015 – Present**

**Role: Sr. Business Analyst**

**Project:**

ATT-Mobile’s Number management system maintains repository of all customer data, including rate plan, contracts, features, account balance, payments, adjustments, invoices etc. Project involves modeling of data warehouse to support the ATT-Mobile’s billing system. My duties were included designing the model of ODS to automate and maintain the ETL process.

**Responsibilities:**

* Involved in identifying the problem definition as part of continuous process improvement using define, measure, analyze and improve to support the business continuity of the organization
* Acted as a liaison between management and Data Warehouse management team.
* Facilitated JAD sessions with focus groups, requirements workshops, Interface analysis and prototyping to effectively understand the analytical reports needed by the internal clients.
* Established Requirements Traceability Matrix (RTM) using Rational Requisite Pro to trace the completeness of requirements.
* Extensively interacted with the designers, developers to ensure functional implementation of business requirements and QA Team in executing Test Plans, Test Scenarios and Test Cases.
* Used SQL Queries for data analysis, system verification and validation.
* Helped with data modeling and defining the conceptual and logical model of the data warehouse.
* Communicate with the mobility, provisioning, contracts, and Telephone Expense Management teams with regards to cost savings opportunities.
* Used to maintain and distribute accurate tracking of the cost savings initiatives dashboard.
* Identify customer-marketing opportunities by applying data mining models and writing advanced SQL stored procedures and queries.
* Involved in Project Management activities like defining / managing project scope, schedule management, creating project plans, tracking and communicating project status and deliverables.
* Coordinated the execution of Unit Testing, System Integration Testing (SIT), Performance & Service level testing and User Acceptance Testing (UAT).
* Developed the training schedules, user manuals and trained the business/end
* Prepared Use cases and activity diagrams for a source system using Enterprise Architecture (EA) tool.

**Cingular Wireless, Dallas, TX July 2014- Aug 2015 Business Analyst**

Cingular Wireless is the largest wireless company in the United States, with more than 54 million subscribers who use the nation’s largest voice and data network. Cingular is dedicated to providing customers with wireless technology designed to enrich their lives. In order to reduce paperwork, eliminate shrinkage, more efficient transaction and better control over inventory, customized Point of Sale (POS) system was needed to design. Corporate office and most of the stores used QuickBooks for financial accounting so there was a need to migrate from QuickBooks to Microsoft’s Great Plains- Financial accounting software.

**Responsibilities:**

* Designed DataStage ETL jobs for extracting data from heterogeneous source systems, transform and finally load into the Data Marts.
* Involved in Managing Data modeling project from Logical design and implementation of Sybase Database
* Expertise in development of High level design, Conceptual design, Logical and Physical design for Database, Data warehousing and many Distributed IT systems
* Identified source systems, their connectivity, related tables and fields and ensure data suitably for mapping.
* Expanded model of multidimensional data mart practiced UDM Universal Data Models generic data models.
* Generated Surrogate ID’s for the dimensions in the fact table for indexed and faster access of data.
* Converted various SQL statements into stored procedures thereby reducing the Number of database accesses.
* Drew Business Process Flow diagrams by extensively using MS Visio.
* Created RUP activity diagrams and sequence diagrams to analyse the requirements and recommend solutions.
* Created hash tables used for referential integrity and/or otherwise while transforming the data representing valid information.
* Served as a resource for analytical services utilizing SQL Server, and TOAD/Oracle.
* Used Query Analyzer, Execution Plan to optimize SQL Queries
* Enabled Proper selection of the hash table design parameters for faster table look-up.
* Created re-usable components using shared containers for local use or shared use.
* Imported and exported repositories across projects.
* Created Error Files and Log Tables containing data with discrepancies to analyze and re-process the data.
* Used Aggregator stages to sum the key performance indicators used in decision support systems.
* Generated XML documents using the XML Output Stage.
* Troubleshot the designed jobs using the DataStage Debugger.
* Tuned DataStage transformations and jobs to enhance their performance.
* Assist other project teams with data analysis, data mining and data profiling as needed.
* Wrote PL/SQL statement and stored procedures in Oracle for extracting as well as writing data.
* Created job schedules to automate the ETL process.
* Enhanced the job properties for performance tuning.

**Google c/o Serco Pvt Ltd, Hyderabad, India Jun 2010 – May 2014**

**Role: Business Analyst**

The process is a B2B that involves validating the existing data on the maps front end of Google for locales like US, AUS and CA where the dependency and use of Google maps is very extensive.

The process involves analyzing the data (Important Landmarks, Business and Government data) available on the maps front end and validates the info to the most legitimate, current and accurate state. The validation is done using all available resources like the websites, local problem reports generated by the end users (business owners etc.), and majorly direct interaction with the businesses.

**Project 1**:

Alchemy, the project describes about the action of verifying or extracting listing information using cue and taint free data.

* To make sure that the business information published on Google Maps is accurate
* Verification and Authentication of the user report filed on Google maps
* To merge the final output of Google Local Database with Google Maps, which helps in making the User, search more effectively
* Preparing Productivity and Quality Reports related to team performance
* Making sure that the team is up to date with the policy and procedure changes

**Project 2:**

Sprouts, the project describes about a method of building out a listing that originates with a possible website and then moves through three different levels of moderation to create a viable listing.

* Quality control, data analysis of special project SPROUTS in Google maps is putting up the data of new business location in maps and giving the complete quality assurance on the tool usage on conducting Joint application development session with end users, expert teams, QA team, and tool developers
* Strong working knowledge of the Software development life cycle involved in the new tool PUSHPIN for mapping in Google maps application in testing the tool with pilot batch and conducted JAD session with the tool developer at Google head quarter Mountain View California in the tool development process

**Responsibilities:**

* Assist in analyzing **As-Is** business process and defining business requirements
* Conduct workshops with the business users to understand the requirements and document the business requirements either in simple documents, use cases or any other tools which the business prefers
* Convert business requirement document into **functional specifications**, explain the requirements to development team and prioritize the requirements
* Review the **current processes** and suggested improvements for the processes
* Accomplished experience through whole **SDLC** from requirement analysis till deployment, using highly efficient RUP process of software development
* Documented Use Case Specification Document, RTM (Requirements Traceability Matrix), Release Notes and **Training Manuals**
* Developed **Use Case Diagrams** and **workflows** in Rational Rose. Also developed Use cases and the Use case Specification Document in MS Visio
* Responsible for defining the scope of the project, gathering business requirements and documenting them textually
* Modeled the information, and then came up with the requirements prioritization
* Conducted a **JAD session** to gather requirements and created the meeting minutes
* Assisted the team in eliciting, organizing, and documenting required functionality and constraints

**Project 3:**

BizBuilder, the project describes about ensuring that business owner claimed listings are correct. Allow owners to have a level of control over their listing details.

* Worked closely with the Business Partner, Senior Product Owner (SPO), Associate Product Owner (APO), Visual Designers and Business Subject matter Expert(s) in order to define the objectives for the project, elicit documents, validate requirements and support team’s members through the remainder of the SDLC/AGILE lifecycle
* Closely interacted with the Scrum Master (SM), Visual designer, front-end developers (FEDs), back end developers (BEDs) and testers to help them understand functionality and navigational flow
* Responsible for creating **user stories**, functional, use case diagram, process flow diagram using MS Visio
* Conducted **Sprint Planning Meetings** before the initiation of every sprint to select the user stories for the new sprint backlog and conducted in a daily stand up meeting /daily scrum meeting
* Conducted **Story Review meeting** twice a week for effective planning

**Project 4:**

Tier 1, the project describes about the important places known at the national or international level that people expect to find on maps. These listings have already been curated, and generally the attribute details are not expected to change frequently.

* Create documentation including requirements, user stories, acceptance criteria, feature description PowerPoint decks, user guides, process flows and **wireframes**
* Responsible for identifying and documenting business rules, created detailed **Use Cases** and conducted **User Acceptance Testing**; Developed test plan, test conditions and test cases to be used in testing based on business requirements, technical specifications and/or product knowledge
* Been responsible for project documentation and served as a liaison between the business team and the project team during the tenure of the project
* Assisted the Project Manager in setting realistic project expectations, in evaluating the impact of changes on the organization and plans accordingly, and conducted project related presentations
* Conducted **training sessions**and designed training manuals to familiarize the end user with the latest developments

**Project 5:**

Listing Adds, the project describes about the approved listings that are unique and correctly represent a place that exists in the real world.

* Contributed to software **process-reengineering** efforts aimed at evolving previous software development practices to adopt **Agile** and **Scrum practices**
* Responsible for conducting **scrum meetings** and reporting the meeting minutes to Sr. Management; proactively update and follow-up on action items
* Created and executed Test cases/ Test Scripts according to the Business and Functional requirements
* Performed User Acceptance Testing and system integration testing
* Created use case scenarios and documented workflow and business process
* Used Requisite Pro to document requirements, associated change requests with requirements and connected requirements with Use cases. Employed Agile Development methods to promote development iterations, team work and process adaptability
* Experience in Prototyping and creating User Interfaces and Wireframes
* Active in **Sprint Retrospection** and enhanced improvements

**Educational Background**

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| 2014-2016 | Masters in Information Assurance and Security, Wilmington University - DE, USA |
| 2011-2013 | Masters of Business Administration (Human Resources & Marketing), Osmania  University - Hyderabad, India. |
| 2008-2011 | Bachelor’s in Mass Communication and Journalism, Public Administration & Social Management, St. Francis College For Women - Hyderabad, India |

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|  | **Internships**    **Online Advertising & Marketing Co. – Hyderabad, India**  **Role: Junior Business SEO Analyst Ray SEO Company.**   * Responsible for managing SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks * Write effective headlines, body copy’s in websites * Helped to think creatively and identify and resolve problems   **Electronic Broadcasting Media – Hyderabad, India**  **Role: Junior ReporterTV-9.**   * Worked with editors, camera crew and other crewmembers to prepare for the broadcast * Reporting live at the scene and putting together information on the spot with little preparation time and gave an ability to clearly and effectively articulate thoughts and points * Actively been supportive to the reporters in recording sound bites, press meets etc.that also led to improve my writing skills by documenting information on the spot   **BHUMI (NGO) – Hyderabad, India**  **Role: Social Worker Volunteer**   * Done a meaningful and satisfying work in making the mid-level school children understand the mid-day meal program * Address areas of conflict with the appropriate staff member or volunteer coordinator, which increased integrity, autonomy and self-motivation * Participated in evaluations and surveys when asked and learned to be reliable and respect confidentiality   **Volunteer American Red Cross –USA Present.** |