**Srichand Devarakonda**

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Summary

* **Certified – ITIL V3 Foundation**
* **Certified Business Analyst – BritishComputing Society**
* **Certified IBM Cognos 10 BI Author – Reports Designer**
* Over **9 years** of experience as a **Business Analyst**delving in business deployment and web development, developing business processes and solutions along various verticals such as **Healthcare, E-Commerce, Retail, Education, Web/IT, Energy**, in high visibility client-facing, consulting roles.
* Proficient in Technical and Business Writing, Business Process Flow, Business Process Modeling, Business Requirements Gathering, Translating Requirements into Specifications and Testing.
* Experience in facilitating Joint Application Development (JAD) sessions with IT Groups and Conflict Management with Project team members.
* In depth knowledge of Software Development Life Cycle (SDLC-**Waterfall**), Rational Unified Process (RUP) methodology and **AgileSCRUM** Methodology.
* Competent in creating Unified Modeling Language (UML) diagrams such as Use Case Diagrams, Activity Diagrams, Class Diagrams and Sequence Diagrams.
* Extensive experience in developing Use Cases, creating Screen Mockups, conducting Gap Analysis and Impact Analysis, SWOT analysis, Cost Benefit Analysis, Risk Analysis.
* Responsible to Track, Document, Capture, Manage and Communicate the Requirements using Requirement Traceability Matrix (RTM) which helped in controlling numerous artifacts produced by the teams across the deliverables for a project
* Involved in Test Planning, Test Preparation, Test Execution, Issue Resolution and Report Generation to assure that all aspects of a Project are in Compliance with the Business Requirements.
* Strong experience in conducting User Acceptance Testing (UAT) and documentation of Test Cases. Expertise in designing and developing Test Plans and Test Scripts.
* Interface with clients from Operations, Marketing, Sales, Technologies, and Vendors and act as their customer interface point as the lead of the Projects.
* Individual and team player with excellent Interpersonal, Customer Relational Skills, Presentation Skills.

**Project Portfolio:** Process Automation, Process Reengineering, ecommerce Site Management & Product Development, Shopping Cart Redesign & Checkout, Payment Processing – Bill Me Later and PayPal, Point of Sale (POS), Product Pages Redesign, Social Media and E-Mail Marketing, Email Subscription, Community Pages, Gift Card Implementation, Updating Call Center Processes, Search Engine Optimization (SEO), Website Analytics, User Experience (Wireframes), HIPAA 5010, Accessibility per User Role, Website Redesign, ERP Process, Healthcare Initiatives, Energy.

**Technical skills**

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| **CHANGE MANAGEMENT TOOLS** | Clear Quest |
| **BUSINESS MODELING TOOLS** | Microsoft Visio, Axure Pro |
| **VERSION CONTROL SYSTEMS** | Clear Case, Mercury Quality Center 9.2 |
| **REQUIREMENT TOOLS** | Requisite Pro, Requisite Composer |
| **PROJECT MANAGEMENT** | Microsoft Project, Serena Team Track, JIRA |
| **PROGRAMMING LANGUAGES** | C, SQL, SAS, HTML |
| **STATISTIC TOOLS** | SPSS, SAS |
| **DATABASES** | MS-Access, Oracle, SQL |
| **BUSINESS INTELLIGENCE** | Cognos BI Author, SAS |
| **ECOMMERCE PLATFORM** | ATG 9.0 |

PROFESSIONAL EXPERIENCE

**CLIENT: CareFirst BCBS – FEPOC – Washington D.C Apr 2011 – Present**

**Sr. Business Analyst**

**FEPOC (Federal Employee Program Operations Center)** is owned by CareFirst BlueCross BlueShield. FEPOC is chosen by the 60% of the federal employees, of the United States, as

**PROJECT 10: New Dental Program (FEP BlueDental)**

In 2014, CareFirst will be introducing a new Dental plan for all its members. Placing this product offering in the current system and also ensuring that the member enrollment and claims processing are seamless. This is a huge undertaking since we had to work with different parties for enrollment and claims processing. I worked on the enrollment part of it.

**PROJECT 9: Provide the ability to enroll a Same Sex (EDI 834) per DOMA Act**

Member will be able to add a same sex spouse to his/her contract. This is based on the DOMA Act judgment of the Supreme Court on 6/26/2013. Job was to analyze, document and provide work around for all the systems, processes and scenarios that would be affected by this. This is an emergency undertaking.

**PROJECT 8: Convert COBOL Screens to JAVA**

Analyze and document the current functionality of the “Green” screens and perform a GAP Analysis on what are the issues that we may encounter during such a conversion. I had to read and understand the COBOL code and document my analysis as a process flow using MS Visio for each of the 70 screens.

**PROJECT 7: Other Party Liability**

The intent of the project is to document the business rules that, when the member adds spouse’s health insurance (employee sponsored), so that FEP can coordinate benefits with that insurance.

**PROJECT 6: OPM SF 2809 Form Update**

The intent of the project is to ensure that some set of fields in all FEP applications align with the changes in the OPM form SF2809.

**PROJECT 5: Rebranding and Security Enhancements**

The intent of the project is to change the terms “Customer eService” to “MyBlue Customer eService” across all customer facing FEPOC applications. Also document the security levels of each action in the application.

**PROJECT 4: CSR Access to MyBlue Customer eService**

The local BCBS Plan Staff do not have access to MyBlue Customer eService. Local Plan staff must use the eService Reference Guide when presented with member questions. And it is difficult for the local Plan staff to navigate the manual and to resolve members’ questions simultaneously. This project will address this issue by providing access to MyBlue Customer eService for the Local BCBS Plan Staff, so that the Local BCBS Plan Staff are viewing the same screens and data as the member and resolve member inquiries more efficiently.

**PROJECT 3: 24 X 7 Real Time Updates**

Provide FEP members access to MyBlue Customer eService and all of its functionalities 24 hours a day and 7 days a week. This update also gives the FEP members the capability to execute real-time updates in the MyBlue Customer eService application. For this project I read the COBOL code for the AS-IS field level validations and documented the TO-BE field level validations.

**PROJECT 2: Claims Usability Enhancements**

The objective of the project is to enhance the current Medical and Pharmacy claims search functionality and also the display of Medical and Pharmacy claims in MyBlue Customer eService.

**PROJECT 1: Access to Dependent Data in MyBlue Customer eService**

This enhancement will allow Adult Members (Contract Holder, Spouse, Adult Non-Disabled Dependent and Adult Disabled Dependent) to grant/revoke access to claims and eligibility data to other Member’s on the same contract. This will enable the Members to access other Members’ data enhancing the usability and consistency of the MyBlue Customer eService application by providing a better Member experience.

**Responsibilities**

* Reported to Director of Business Solutions.
* Handled over 15+ projects as an individual and a team player.
* Worked on **SDLC(Waterfall)** and **Agile**(**SCRUM**) Methodologies.
* Trained the team members on how to use the IBM Rational Requisite Composer requirements tool.
* Re-structured the existing FRD template. The modified template got approved from the BCBSA DO (Director’s Office) as a Standard template to be used at FEPOC.
* Explained the HOW of the processes to the Stakeholders and Non – Technical staff and clarified the WHY of the processes to the Development teams and Quality Analysts.
* Involved with all stages of the Software Release Cycle Analysis-Development-QA-UAT-Documentation-Release.
* Lead the team in the absence of the Lead/SME. And since I work with many teams on different projects, I often stepped in to lead the project team.
* Gathered Business Requirements and analyzed those to ensure HIPAA Compliance for the application.
* Assisted the PM with the monthly BCBS All Plans meeting.
* Documented BRDs, FRDs, Use Cases, Process Flow Diagrams, Test Cases, RTMs.
* Conducted Working Sessions, GAP analysis, Feasibility study, JAD sessions, Team meetings and UAT.
* Functional knowledge of the following in Healthcare: **HIPAA Compliance,EDI transactions (834, 999), Other Party Liability rules, Affordable Care Act.**
* Tracked project issues using the Business Process Management tool ‘Team Track’ and ensured timely resolution of issues.
* Set agendas, identified action items, reviewed artifacts with Project Lead, Business Owners Technical Lead and team members and updated the team with documented meeting minutes.
* Intermediate to Advanced knowledge of Sharepoint, IBM Rational Requisite Composer (requirements tool), HP Application Lifecycle Manager (testing).

**Environment:** COBOL, Mainframes, MS office Suite, Visio, MS Access, MS Share Point, Rationale Requisite Composer, HP Mercury Quality Center, Java, HTML, Clarity, DB2

**NutriSystem Inc, Ft. Washington, PA Mar 2009 – Mar 2011**

**Ecommerce Business Analyst / Product Management**

NutriSystem Inc., a leader in the weight loss industry, provides comprehensive weight loss programs to its customers based on quality foods and nutritionally balanced meal plans.

NutriSystem Retail Expansion is based on the idea of acquiring customers through various channels to further its brand recognition and generate additional revenue. As a part of this retail expansion project, NutriSystem products and programs would be largely available at Wal-Mart, Walgreens, Sam's Club, Target and a new 35--day program at Costco. Customers would thereby benefit with new and unique NutriSystem programs, wide variety of meal plans and ideally, convenience shopping at value retail stores. Also, worked with POS system providers as to how the card validation and reporting would work for these to be sold gift cards.

**OTHER PROJECTS:** I have handled 25+ projects at NutriSystem. Projects length ranged from 3 weeks to 9 months. SDLC Waterfall and Agile SCRUM methodology were employed depending on the project.

**Bad Funds:** Failure of fund-capture through Credit Card due to lack of funds in the customer’s account

**Select Customization:** Up selling NutriSystem Frozen food

**A La Carte UpSell:** Up selling NutriSystem A La Carte items during checkout

**Web Family Plan:** Adding a Family member to the NutriSystem plan and receiving a discount

**Gift Card Implementation:** Selling and redeeming gift cards on NutriSystem website

**Community Modernization:** Updating the NutriSystem community pages, blogs, customer’s profile page, latest stories, success stories

**Responsibilities**

* Reported to the SVP – ecommerce, Director - ecommerce, Director - Social Media Marketing, VP - Technology and the like, corresponding to the project / product worked on.
* Handled over 25 projects with durations ranging from 3 weeks to 9 months. SDLC **Waterfall**, **AgileSCRUM** and **KANBAN**methodologies were employed where relevant.
* Ensured that the website was **PCI (Payment Card Industry)** standards compliant.
* Streamlined the **Checkout** process.
* Derived and documented scenarios for **A/B split tests** for new products and new online design resulting in increased sales conversion and time spent on site.
* Standardized templates for BRDs, FRDs and Use Cases and introduced the inclusion of Process Flow Diagrams along with Use Cases.
* Documented RTMs and Wireframes. Scheduled, coordinated, prepared and facilitated JAD sessions, team meetings and UAT.
* Mentored 2 new-hire Business Analysts about the processes and procedures of the company and ensured that they caught pace within negligible time frame.
* Managed and coordinated all the release implementation activities **(I was considered the “Go To” person for all ecommerce projects in the company).**
* Coalesced with Social Media Marketing team to instrument, measure, analyze and report on email campaigns, marketing & ad campaigns.
* Worked with Analytics team (**OmnitureSiteCatalyst**) to set up capture points in the website to track customer behavior on the site.
* Performed **Test & Target** using **OmnitureSiteCatalyst** to see which site design enhanced customer experience and in turn generated revenue.
* Worked with **internal** and **externalteams** (retailers) to setup the product (Card’s Artwork, placement of the card in their aisles, Set up SKUs, Product IDs, return policy, charge-backs, Warehouse management, inventory management, Call Center Training).
* Ensured that the Gift card followed the **Luhn Algorithm** aka **Mod 10 Algorithm.**
* Delivered over **100trainingsessions** to the **CallCenterteams** on every project 2-3 weeks before it went live and also assisted with phone scripts.

**Environment**: ATG 9.0, MS Office Suite, Visio, MS Project, MS Access, Mercury quality center, OmnitureSiteCatalyst

**Walgreens Inc., Deerfield, IL Jun 2008 – Feb 2009**

**Business Analyst / Ecommerce**

The project was to re-design all the pages of Walgreens including Home page, Cart, Checkout, Shipping, Payment, Family registration, Pharmacy pages etc. The new ATG platform will enable Walgreens to manage the entire customer experience from the retail store to the Web site.

**Responsibilities**

* Reported to the Project Manager (Web).
* Gathered analyzed, documented business and technical requirements from both formal and informal sessions and validated the needs of the business stakeholders.
* Researched the ecommerce industry in order to identify leading examples and best-in-class implementations.
* Derived and documented scenarios for **A/B split tests** for new products and new online design resulting in increased sales conversion and time spent on site.
* Performed Requirement Analysis and developed Use Cases, Activity Diagrams.
* **Started** Educational Critique Sessions among teams to understand how to review other teams’ documents.
* Coordinated with the developer, on a daily basis, during the development process.
* Conducted comprehensive evaluations and tested new releases/enhancements.
* Helped stakeholders in troubleshooting issues in production environments by providing appropriate resolutions.
* Ensured that the website was **PCI** standards compliant.
* Ensured that the **Checkout** process was standardized to enhance online purchase experience.
* Worked with the Social Marketing team to set up campaigns, surveys and **coupons (who gets them, how and when can they use etc)**

**Nike (World Head Quarters), Beaverton, OR May 2007 – Jun 2008**

**Business Analyst / User Interface**

**CD&M** – Color Direction & Merchandising

To manage all available products and Nike Colors and Marketing

**VS** – Virtual Sampling

Creation of Photo Realistic representations of footwear

The project was deployed using the Agile SCRUM methodology. The Color Direction & Merchandising Application is built primarily for Nike Color Designers located at WHQ (World) and EHQ (Europe), although many others will be using this system for various purposes. The main components of the application from a systems perspective are the Windchill framework within which the CD&M is housed, the Adobe Graphics Server, which ‘Repurposes’ images uploaded into the system for web viewing and printing.

**Responsibilities**

* Reported to Ecommerce Applications Manager.
* Worked closely with Business Users, PM and IT Team Leads to identify, prioritize, and complete projects for the assigned area.
* Identified opportunities for tailoring the process to the specific project needs and obtained approval for a tailored effort from the Management.
* Implemented the Agile (Scrum) methodology of application development with its various workflows, artifacts and activities.
* Facilitated team meetings and daily huddles with the team.
* Worked extensively on LiveLink ECM to enable content and process integration.
* Distilled broad functionality requests into granular user stories and use cases.
* Documented the Business Requirement Document (BRD) and Functional Requirement Specification (FRS), Data Flow Diagrams (DFD’s) and Wireframe mock-ups.
* Created the RTM to ensure that the requirements are water tight.
* Assisted testing teams to ensure that the requirements are communicated accurately and that the system being developed is verifiable as against the requirements.
* Owned the preparation of a variety of project-associated documentation.

**Environment:** MS-Office Suite, MS-Visio, UML, Rational Requisite Pro, Rational Rose, Rational Clear Case, Rational Clear Quest, HTML, Agile Scrum

**San Diego Gas & Electric (SDG&E) CA Oct 2006 – Apr 2007**

**Business Analyst/Quality Analyst**

Smart Grid – The Project CBM - Condition Based Maintenance, under the Smart Grid work stream, a pilot project in the Electric Utilities worldis based on predictive analysis for Outage Management for Electric Transformers and Breakers. The system, when in place, would trigger automatically about an impending repair, maintenance or replacement thus achieving No/Minimal Electrical Outage, hence increasing the SAIDI and SAIFI Indices.

**Responsibilities**

* Reported to VP Information Technology.
* Volunteered and successfully fulfilled the role of a QA, when there was an urgent need for one.
* Gathered and analyzed business requirements from stakeholders and documented the impact assessment that outlines the business / technical impact of new functionality and enhancements.
* Modeled Power On (Electricity Outage Management System) using MS Visio.
* Documented BRDs, FRDs, Use Cases, Process Flow Diagrams, Test Cases, RTMs.
* Conducted JAD sessions, team meetings and UAT for quality assurance based on functional requirements.
* Assisted the PM with resource allocation, Risk Assessment, Management and Mitigation.

**Environment**: MS office Suite, MS PowerPoint, Visio, MS Project, Rational Test Manager, Data Stage, Mercury quality center.

**Collegeboard.Org, New York, NY Jun 2005 – Sep 2006**

**Business / Data Analyst**

The project was to update and document the changes to the College-Level Examination Program (CLEP) website.

**Responsibilities**

* Reported to Director of Information Technology.
* Prepared and analyzed AS IS and TO BE in the existing application and performed Gap Analysis.
* Conducted working sessions for the BRD and UX documents requirements clarifications with the stakeholders.
* Followed the UML based methods using Microsoft Visio to create Use Cases Diagrams and Activity Diagrams.
* Coordinated the release with multiple teams and ensured that the required changes are in place.
* Worked extensively with the QA team for designing Test Plan and Test Cases.
* Key involvement in performing User Acceptance Testing (UAT).

**PartyPoker.com, India Jul 2001 – Jun 2004**

**Business Analyst / Call Center Associate & Lead (for 1 .5 years)**

**Responsibilities**

* Reported to Sr. Applications Manager.
* Analyzed Business Requirement Document (BRD) and Functional Requirement Specification (FRS).
* Assessed the scope and impact of business needs throughout analysis based on detailed application features and functions.
* Created questionnaire to gather user specific needs out of the intranet system.
* Managed all the changes to requirements throughout the software development lifecycle.
* Reviewed and assessed the information gathered, defined key facts and issues, identified potential problems and facilitated problem resolution.
* Submitted status reports to the higher management in a regular basis
* Conducted UAT User Acceptance Testing.
* Played a key role in the planning, testing, and implementation of system enhancements and conversions.
* Documented process flows, policies and procedures.

##### EDUCATION

* MBA (Marketing), USA
* Post Graduate in Business Administration (MBA equivalent), India
* BS (Math, Statistics, Computer Science), India