**Ayesha Firdouse**

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**OBJECTIVE**

A highly motivated and detail-oriented Business Systems Analyst with strong analytical capabilities, excellent communication skills, and a proven ability to collaborate cross-functionally in fast-paced environments. Known for being a self-starter and a dependable team player, I bring a strong track record of bridging the gap between business needs and technical solutions. Seeking a challenging role where I can leverage my expertise in systems analysis, process improvement, Agile/Scrum methodologies, and stakeholder management to deliver scalable, data-driven business solutions with a clear path for professional growth.

**EDUCATION & CERTIFICATIONS**

* Master of Science, Information Systems & Security, University of the Cumberlands (Classof 2017)
* Certified Scrum Master, CSM (2024)
* Master of Commerce, Osmania University, India (2000)
* Bachelor of Commerce, Osmania University, India (1998)

**PROFESSIONAL SUMMARY**

Experienced Certified Scrum Master, Business System Analyst in Customer Relation Management, DataGovernance and Supply Chain Management, Service Lead/Manager with 9+ years of experience and skilled at achieving operational efficiency, along with increasing revenue in the Technology, Insurance,and financial sectors.

Expertise includes –

* 8+ years Business System Analyst | Data Analyst Led end-to-end business requirement gathering, process modeling, and solution validation for enterprise systems using Agile and Waterfall frameworks.Conducted root cause analysis, impact assessments, and gap analysis for large-scale digital transformation and process optimization projects.Developed use cases, user stories, and process flow diagrams; created burn-down charts and sprint plans in Agile environments.Drove MDM initiatives, resolving data quality issues and aligning with data governance standards to ensure consistent and accurate enterprise reporting.Embedded data intelligence into operations to support performance tracking and business forecasting.
* 5+ years Business Process Modeling & Automation Specialist designed and optimized business workflows using BPMN tools (Aris, Appian, Visio).Supported automation of business processes with Pega and K2 SmartForms; integrated RPA bots using UiPath for repetitive task automation.Collaborated with development teams to deploy Chatbots and intelligent agents into customer service and operational processes.
* 7+ years CRM Business Analyst,worked with CRM systems across Insurance, Finance, and IT industries to support customer account management and service improvements.Participated in the creation of metadata standards, workflows, and governance policies to ensure high-quality CRM data and business alignment.Managed multi-CRM environments, trained end-users, and optimized workflows for sales and service teams.
* 5+ years SharePoint Power User/Business Analyst managed SharePoint 2013/2016 and Online environments including site configuration, list/library setup, user permissions, and workflow automation.Served as liaison between business users and IT for collaborative site development and document management solutions.
* 3+ years Product Lifecycle Analyst managed product portfolios and lifecycle workflows at Xerox and Sykes from order placement to fulfillment and settlement.Coordinated with logistics, sales, and customer service teams to optimize product availability, delivery, and reporting.
* 5 years Reporting Analyst created dashboards and reports using Tableau and Spotfire to support business insights, operational KPIs, and executive decision-making.

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| **TECHNICAL SKILLS** | |  |
| **•** | **PMO/Scrum software** | **Jira, VSTS, MS Project, MS Visio, MS Office, Excel, Version One** |
|  |  | **Business Requirement Definition, Functional Design Documentation** |
| **•** | **Agile Methodology** | **SCRUM, Kanban, LEAN, ASAP, SAFe, Epic, Feature, User story** |
|  |  | **definition** |
| **•** | **Collaboration** | **SharePoint 2016 & SharePoint Online** |
| **•** | **Cloud** | **Office 365, Salesforce, AWS EC2/S3/RDS, Route 53, RESTFul services,** |
|  |  | **Azure Data Lake, SDLC** |
| **•** | **Operating Systems** | **Windows Server 2012, Windows 7 & 10** |
| **•** | **Business Process** | **K2 Smart forms, Pega Workflow, Service Case Management, Appian** |
|  |  | **framework, RPA, UI Path, Java Spring Framework** |
| **•** | **CRM/XRM app** | **MS Dynamics CRM, Dynamics-365, ServiceNow** |

**PROFESSIONAL EXPERIENCE**

**Jul 2023 – Now Business Analyst, Allegiant Tech (FERC)**

* Led structured requirements gathering, feasibility analysis, and business case development to support enterprise-wide FERC initiatives.
* Created and maintained core project documentation (Charter, RACI, RAID, Risk/Change Management Plans).
* Facilitated procurement/supply planning and worked with senior leadership on Annual Operating Plan (AOP) and budget forecasting.
* Created and maintained detailed user stories, acceptance criteria, and process documentation in Azure Boards to support development and QA teams.
* Developed Power BI dashboards to analyze project spending and forecast budget trends.
* Drafted Statements of Work (SOW) and managed vendor performance and SLAs.
* Partnered with Project Controls team to validate analyst deliverables and monitor test plans during UAT.
* Oversaw vendor selection processes aligned with IT and procurement standards.

**Jan 2022– Jun 2023** **Scrum Master/Systems Analyst, Delta Airlines**

* Acted as Scrum Master for Appian O&M teams, overseeing change control and release planning.
* Created and maintained technical documentation and UAT plans, and managed test readiness.
* Collaborated with developers and testers via Azure Repos and Pipelines, ensuring traceability from requirements to code deployment.
* Liaised with DevOps and architecture teams to support RESTful APIs and microservices integration.
* Managed documentation and schedules for CCB-prioritized development activities.
* Identified and mitigated risks related to application upgrades and deployments.
* Applied Agile methodologies for backlog grooming, sprint tracking, and team retrospectives.

**Oct 2021 – Jan 2023** **Business Analyst, USAC/ICF**

* Led requirements analysis and Appian-based business process automation for FCC projects
* Facilitated JAD sessions and requirement elicitation for legacy modernization efforts.
* Produced BRDs, wireframes, and user stories, and documented requirements in JIRA/Confluence.
* Supported end-to-end SDLC including Agile/Scrum ceremonies, configuration management, and UAT.
* Collaborated with development teams on SOA-based microservices and Java/.NET system components.
* Delivered white papers and supported business case negotiation balancing cost, time, and capability.

**Jan 2021 – Oct 2021** **Business Technical Analyst, Capgemini (McDonalds)**

* Conducted systems analysis across web services, applications, and enterprise architecture.
* Worked with cross-functional teams to define epics, features, and user stories in JIRA/Azure DevOps.
* Participated in Agile ceremonies, supported QA in test case design, and ensured seamless system rollouts.
* Enhanced system performance and security via monitoring metrics and integrated encryption protocols.
* Promoted system adoption across business departments and facilitated stakeholder engagement.

**Jul 2018 – Jan 2021** **Functional/Business Analyst CRM, Progressive Insurance Corp.**

* Led CRM enhancement and legacy migration initiatives using Microsoft Dynamics 365.
* Created BRDs, user stories, UAT test scripts, and story maps for CRM-based workflows.
* Participated in automation initiatives using Pega, UiPath, and integrated Progressive's mobile app features.
* Produced data dashboards using Tableau and Spotfire to support business forecasting.
* Facilitated enterprise-wide metadata and data governance strategies for CRM data quality.
* Managed product integration for diverse insurance offerings to support sales and service channels.
* Used Agile-Scrum frameworks for backlog prioritization, sprint planning, and retrospectives.

**June 2016 – May 2018 Business Analyst (Remote), Apple/Xerox Global Services.**

* Supported the development of Apple’s order-to-settlement system including logistics, shipment, and account management.
* Drafted requirement documents, design wireframes, and user stories for CRM optimization.
* Worked on BPM automation using K2 workflows across CRM, HR, and Finance departments.
* Used Agile/Scrum practices for sprint execution, stakeholder engagement, and retrospective review.
* Supported iOS device and application troubleshooting while documenting resolutions for future reuse.
* Managed SharePoint lists and document libraries, and developed custom dashboards for performance reporting.

**REFERENCES**

Furnished on Request