

# Lena Halder, PMP, MBA

lena.halder@gmail.com

(425) 705-0372

## Business Analyst

Experienced business analyst offers diversity of industries, job roles, and development methodologies to realize the business solutions that directly impact profit, performance, and capabilities. Track record of successfully translating business requirements into technical specifications for projects executed on-target, on-time, and within budget. Particular expertise at facilitating interactive cooperation, consensus, collaboration, and commitment with stakeholders, business users, and team members.

**Industries:** Marketing & Sales, Banking, Education, Financial Trading, Consumer Market Research, Ecommerce, Retail Markets, Insurance, Commercial Software

**Job Roles:** Project Manager, Technical Writer, Business Analyst

**Development Methodologies & Processes:** Waterfall, Spiral, Scrum, Extreme Programming, Software Development. Lifecycle (SDLC), Rational Unified Process (RUP)

## Professional Experience

### BUSINESS ANALYST CAREER HIGHLIGHTS (2004–Present)

#### **Consultant Business Analyst, WASHINGTON BANK, Seattle, WA, 2009–Present**

- Gathered business requirements for a high visibility web-based enterprise application supporting multiple lines of business in compliance with anti-money laundering (AML) policies.
  - Developed scalable model and template for capturing and determining business rules to identify 90+ AML documents, enabling businesses to safely delegate activities to less-experienced staff.
  - Facilitated JAD sessions and requirements review meetings with multiple business partners, representing multiple operational and business groups in North America, Asia, and Europe.
- Worked closely with QA team leads to identify shared and separate procedures for consolidation of QA application to accommodate 5-fold increases in customer count and 12-fold in markets.
  - Collaborated with development team to determine the scalability of the current QA tool.
  - Researched impact of 200+ new fields on QA procedures and tool, and educated leads.
- Performed analysis of business content, including running data queries and gap analysis, to support data governance partner's decisions on application design and implementation.
- Expedited access to 400+ business intelligence data elements by ensuring that 20+ existing canned reports would continue as usual with no re-design or configuration changes.

#### **Consultant Senior Business Systems Analyst, INFOPRISE, Seattle, WA, 2007–2008**

- Produced requirements artifacts for optimization of a web-based workflow tool to collect and manage risk assessment of accounting and consulting projects.
- Applied user experience knowledge and subject matter expert (SME) feedback to produce static wireframes representing business scenarios.
- Assumed ownership for mentoring internal SMEs and process owners in the requirements definition and user acceptance processes.

#### **Business Analyst, FRIEDMAN HOLDINGS CORPORATION, Bellevue, WA, 2006–2007**

- Executed the swift capture and definition of business requirements and functional specifications from inception through sign-off, design, test, and roll-out in a "lean" matrix environment using time-boxed release cycles.
- Rationalized and reconciled the requirements for multiple product owners requiring identical features, Achieved substantial cost savings by leveraging a single development and QA effort.
- Defined requirements for new online gift card purchase and value reload experience for major online retailer. Product was adopted early by customers and became 40% of gift card revenue.
- Instrumental in improving online merchandising and revenues through integration of customized product recommendations, visitor surveys, visitor tracking and purchase metrics, customer product reviews, and "quick view" product summary information.

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- Scoped consumer interaction requirements and briefed IT delivery managers and offshore development leads on requirements approach and progress for each initiative.
- Advised local and offshore development and QA staff during design, development, and validation.

## **Consultant Business Analyst**, WASHINGTON FAMILY INSURANCE, Seattle, WA, 2004–2006

- Derived requirements to modify POS retailer data with a daily volume of 1 M to 3M records. Daily data modifications expedited the weekly process and the release of data to Fortune 1000 customers.
- Drafted and executed functional tests for web-based claim processing call center application, coordinating resolution of defects to ensure successful user acceptance test (UAT) results.
- Captured requirements for order estimation and order fulfillment processes, delivering use cases, rules, and UI wireframes on-time with 100% client acceptance in a demanding scrum environment.
- Led requirements effort to define and maintain standard and custom metrics underlying data marts.

## **TECHNICAL WRITER CAREER HIGHLIGHTS (2001–2005)**

**Technical Writer/Project Manager**, WASHINGTON MERCANTILE EXCHANGE, Seattle, WA, 2004–2005

**Senior Technical Writer**, DATACENTRIC COMPUTER SYSTEMS, Olympia, WA, 2002–2004

**Technical Writer**, EAGLE DERIVATIVES GROUP, Seattle, WA, 2001–2002

- Owned, designed, developed, and delivered print and online documentation for developers, end-users, and administrators. Implemented single-source tools for fast and flexible deliverables.
- Evaluated tools and made selections based on fit with internal processes and automation goals.

## **PROJECT MANAGER CAREER HIGHLIGHTS (1997–2001)**

**Project Manager/Technical Writer**, DAVIDSON RETAIL MANAGEMENT, Tacoma, WA, 1999–2001

**Senior Project Manager**, RPI SOFTWARE, Tacoma, WA, 1998–1999

**Project Manager**, NETMATRIX MARKETING, INC, Naperville, IL, 1997–1998

- Managed team of developers, consultants, testers, and translation vendor to deliver on-time and on-budget UNIX and Windows set-up programs in six languages, including Chinese and Japanese.
  - Championed adoption of requirements management tools, improving predictability of releases.
  - Implemented change control procedures, thereby reducing costs and insuring on-time delivery.
- Managed all aspects of commercial and web-based documentation projects, including resource constraints management, staffing, delivery date negotiation, and expectation management.
- Collaborated with business and PMO to produce charter, scope, and status documents.

## **Education, Certifications, and Memberships**

**Masters of Business Administration**, University of Washington, Seattle, WA

Bachelor of Arts, Business, University of Washington, Seattle, WA

**Project Management Professional (PMP)**, certificate, Project Management Institute

**Certified ScrumMaster (CSM)**, Scrum Alliance

## **Technical Profile**

Requirements Management	Rational Requisite Pro and Telelogic DOORS
Database & Reporting	Access, Oracle, SQL, Sybase, and MicroStrategy
Languages	MySQL, DHTML/HTML, basic JavaScript
E-commerce	IBM WebSphere Administrator, Web site integration with: richrelevance, bazaarvoice Mercado, ForeSee, and Omniture
Quality Assurance	Rational ClearQuest and Hewlett-Packard Quality Center