**BENNY CHRISTOPHER**

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**PROFESSIONAL SUMMARY**

* ***Product Owner/Business Analyst with 10 years of experience delivering great user experience for consumer-facing digital products in e-commerce***
* Highly proficient in building mobile-first products and applications for providing the best UX across web and mobile
* Strong expertise in refining the Product Backlog and creating detailed **User Stories and Business Requirements Document(BRD)/Functional Requirements Document(FRD)** by elaborating stakeholder requirements and preparing use cases using **UML diagrams**
* Experienced in preparing business process mapping, flow diagrams using tools like **Microsoft Visio** by analyzing and grouping the business rules
* Proficient in managing **prioritization and trade-offs** among user experience/cost/performance
* Experienced in preparing **User Manual/API Specification** and **Data Mapping specifications** for various B2B vendor/partner integrations
* Experienced in developing and refining **prototypes/wireframes** by working with UX architects
* High expertise in measuring KPIs of the products and configuring web analytics for products to analyze sales funnel, customer experience and usability using various web analytics tools like **Adobe Analytics ,Heap and FullStory**
* Possess ability to deep dive into data using **Microsoft SQL Server** and create reports for stakeholders and executives
* Possess experience in setting up **A/B tests using VWO** and measuring results based on the goals
* Possess strong expertise in using **Kibana** (Elasticsearch) to support **data visualization** and to analyze application/system logs
* Experienced in **testing APIs** using tools like **SOAP UI and Advanced Rest Client**
* Proficient in performing **Cost-Benefit Analysis(CBA)** and determining **ROI** for the features
* Experienced in user story/defect management using **Jira/RTC/Smartsheet/HP Quality Center**
* Proficient in **performing RCA**(Root Cause Analysis) to help fix the defects identified after deployment
* Experiencedinautomating enterprise-level processes using the **RPA(Robotic Process Automation**) tool-Automation Anywhere, thereby reducing man-hours caused by human intervention
* High expertise in **Agile(Scrum) and Waterfall** methodologies
* Possess strong expertise in creating and reviewing test plans for performing **User Acceptance Testing(UAT)** and integration testing of the applications
* Possess **strong communication and interpersonal skills** to deliver technical content to a non-technical audience
* Possess a deep desire for **problem solving**

**CORE PROFICIENCIES**

* *Requirements Analysis*
* *Business Process Modeling*
* *UX Optimization*
* *Product Management*
* *Business Process Reengineering*
* *Problem Solving*
* *Roadmap Planning*
* *Product Design*
* *Web Analytics*

**CERTIFICATIONS**

AWS Certified Cloud Practitioner Sep 2020

Certified Scrum Product Owner (CSPO) Sep 2019

Robotic Process Automation (RPA) Developer Mar 2018

Certified Scrum Master (CSM) Jun 2017

AICPCU-API 28-Underwriting and Marketing Personal Insurance Aug 2016

AICPCU-AINS 022 - Personal Insurance Dec 2013

AICPCU-AINS 021 - Property and Liability Insurance Principles Feb 2013

IBM Certified Solution Developer- DB2 9.5 SQL Procedure Developer Oct 2013

Oracle Certified Professional, Java SE 6 Programmer Aug 2013

IBM Certified Database Associate - DB2 9 Fundamentals Aug 2012

**EXPERIENCE**

**Senior Business Analyst** | **Plymouth Rock Assurance (STG)** Jun 2017-Present

* *Implemented a new Telematics-based mobile app(Road Rewards) for Plymouth Rock Insurance from ground up involving B2B and B2C solutions*
* *Implemented a $1.4M project to provide customers the self-servicing ability to make changes online on their insurance policies*
* Analyzing and improving the UX of the customer-facing Digital P&C Products (Road Rewards, eSales and eService) used for various lines of business (Personal/Commercial Auto, Home and Umbrella)
* Elicitation of requirements from stakeholders across various business units such as Marketing, Product, Underwriting, Data warehouse and performing impact/gap analysis
* Understanding the Business requirements and System flow and elaborating the user requirements into Business Requirements Documents(BRD/Functional Requirements Documents(FRD)
* Make recommendations for procedural improvements – understand and articulate “current state” and “future state” of products
* Analyze and group business rules by preparing business process maps, flow diagrams and data mapping documents using Microsoft Visio
* Perform A/B testing using VWO to get insights on new features and components usage
* Analyze customer experience and develop various web analytics reports(including conversion funnel reports) using Adobe Analytics(formerly Omniture),Heap, FullStory and configure tags through Tealium iQ(Tag management system)
* Analyzes data using various database query tools like -Microsoft SQL Server 2008 and Robo 3T(NoSQL)
* Preparing API specification documents for integrating the customer-facing products with COTS products (from StoneRiver and Vertafore) and also for various B2B integrations, not restricted to RMV,POLK,CREDIT, LexisNexis(MVR/CLUE),DHI
* Testing various APIs using tools such as SOAP UI ,Postman or Advanced Rest Client
* Preparing use cases, review test plans and performing User Acceptance Testing(UAT)
* Knowledge of SDLC phases-Agile(Scrum) and Waterfall
* Perform Incident/Change/Problem Management using EasyVista
* Performing RCA(Root Cause Analysis) to fix the defects identified after deployment
* Consolidate and report the project status to senior executives
* Mentor associate analysts and review the team’s deliverables

**Platform:** Java/J2EE, XML, XSLT, SQL, HTML, JSON, JavaScript, JQuery, Eclipse IDE, SVN, Jenkins

**Database**: Microsoft SQL Server (SQL) and Document DB (NoSQL)

**Tools:** Adobe Analytics (formerly Omniture), Tealium iQ(Tag Manager), Heap, VWO, Full Story, SoapUI, Postman, Advanced Rest Client, Microsoft SQL Server 2008, Robo 3T, Microsoft Visio, Jira, Trello, Smartsheet, Alfresco, HP Quality Center, EasyVista(ITSM)

**Product Owner/Business Systems Analyst | Liberty Mutual Insurance** Oct 2011-Jun 2017

**Employer: *Tata Consultancy Services Ltd.***

**Project*:*** *Personal Policy Systems (Personal Lines)*

* Analyzing the existing systems(Quote and Issue, Comparative Raters-Partner)
* Understanding user requirements and performing impact/gap analysis
* Understanding the Business requirements and System flow across cross-functional teams
* Business requirements elicitation from stakeholders across various business units
* Refining the Product Backlog and elaboration of technical/functional requirements into detailed User Stories(with acceptance criteria) or System Requirements Solution(SRS) documents
* Analysis and grouping the business rules to prepare business process map and flow diagrams
* Debugging XMLs and manipulating them to make sure they conform to ACORD standards for integration with comparative raters
* Actively participate in daily standup, user stories grooming, sprint planning, demo and retrospective meetings for the team(Agile)
* Performing Incident/Change/Problem Management
* Performing RCA(Root Cause Analysis) to fix the defects identified after deployment
* Preparing User Manual/External Specification for integration with external raters/vendors
* Preparing use cases, review test plans and performing UAT
* Thorough knowledge of SDLC phases-Agile(Scrum) and Waterfall
* Perform Quality reviews to ensure compliance of the Quality Management System
* Developing implementation plan and executing the same with version maintenance
* Involving in Project discussion with the team to consolidate and to report the project status
* Training and Mentoring of team members
* Experience in Onshore/Offshore model
* Review the team’s deliverables and establish “Best Practices” to plan for continuous improvement of processes by putting in operational and process improvement methodologies

**Platform**: C# and VB (ASP .NET), XML, SQL, HTML and Java

**Database**: Microsoft SQL Server

**Tools**: Microsoft SQL server 2012, SQL Query Analyzer, Atlassian Jira, IBM Rational Team Concert, BMC-Remedy, Notepad++, XML Notepad 2007, HP Service Center, Policy Servicing Tool, SMC (Software Management Console)

**Software Developer (Mainframes) | Cigna Healthcare** Oct 2010-Oct 2011

**Employer: *Tata Consultancy Services Ltd.***

**Project***: Proclaim (Claim Engine) Renovation*

* Analysis of the existing flow of the system
* Preparation of Design Documents(HLD,LLD)
* Performing impact analysis for the projects
* Perform Application Development by Designing, Coding and Unit testing
* Provide Incident Management-Analysis, Debugging and Fixing defects
* Troubleshooting and fixing production issues in online transactions and batch jobs
* Review the team’s deliverables

**Platform:** OS 390, COBOL, JCL and REXX

**Database**: IMS and DB2 databases

**Tools:** TSO/ISPF, Xpediter, DB2 Relational tool- SPUFI, Abend-aid, IMS DB/TSO FILE-AID

**EDUCATION | CREDENTIALS**

**Bachelor of Engineering (Computer Science & Engineering)**2006-2010

Anna University-Government College of Engineering, Salem, Tamilnadu, India