

Viswas Iyer

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Highlights

- Part of a Mobile Application development team that received 10K+ downloads
- Brainstorm with Product Leadership and define/plan the Product Roadmap
- Improved UX measures by 25% through increased user feedback collection and more frequent iteration to customer needs
- Integrated Google Analytics to measure success of a released Feature.
- Worked as a makeshift UI Developer for an ecommerce project in the absence of a designer.
- Works extensively with product managers and development team members to ensure the implementation of the enhancements fulfill the product vision
- Conduct Customer Survey to garner feedback in order to deliver improvements to product
- Negotiate, lockdown and managed monthly integration roadmap
- Created Product Requirement Documents containing Nested Use Cases, Non-Functional Requirements and Process Flows
- Identifying Data points for new product by analyzing different data sources and importance of the data.
- Utilized VLOOKUP and Pivot Tables to perform detailed analysis on data
- Significant experience of business analysis in an agile environment with Behavior Driven development (BDD) and/or Test-Driven Development (TDD) a distinct advantage

Experience

FIRST AMERICAN INDIA PVT. LTD.

May 2016 – Present

Projects: Payment Portal | SalesRep Portal | Marketing StoreFront | MRS | TitleVest Title Processing | MyFirstAm | Rule Engine for Document processing | Closing Calendar |

Senior Business Analyst

Oct 2019 - Present

- Business Analyst for a Title Insurance inhouse Product Development Organization.
- Increased End-user engagement by 50% in a quarter by identifying relevant information and way to present it on the application.
- Created Sales, Traffic, User Activity, State-wise Property reports and Order related reports for Business from a single application.
- Market Analysis, Conducted Competitor analysis by following their release cycles, Market share, SWOT Analysis and GAP Analysis for an application related to Sales Representatives
- Implemented Agile ideation plan, Automation Testing , collecting and implementing 30% more ideas from employees than the historical best as part of Business COE
- Handled 4 Products Simultaneously for 3 consecutive years, with 5 cross functional teams.
- Responsible for the product vision, planning, design, usability, and quality of releases.
- Created API documentation using Swagger to help the front-end team and back end team can integrate their code seamlessly.
- Monitored and initiated process for handling non-functional requirements early in the project
- Helped the team stabilize their Velocity by constantly working with them on story pointing, analysis and quality delivery

Business Analyst

May 2016 – Sept 2019

- Translate roadmaps into manageable product backlog. Published Minutes of Meeting after every meeting.
- Maintaining the prioritized product backlog of user stories, features and defects.
- Understand the features and changes in product requirements & support the sprint planning exercises.
- Created Process Flow diagram (Techno-Functional) and Activity Diagram in Visio to help development team cut down their analysis time by 30%
- Used Cloud watch to monitor the data flow and application error
- Created UAT Test cases and conducted UAT sessions with Business stakeholders
- Actively involved in Product Enhancement Strategies and discussions

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WNS GLOBAL SERVICES PVT. LTD.

May 2015 - May 2016

Projects: Project management Tool | Data Warehousing

Assistant Manager - IT

- Wrote Information Packages specifically meant for a data warehousing project documentation . Each Information Package was treated as a user story with data centric.
- Used Techniques like MoSCoW and Stack Ranking for Feature Prioritization
- Delivered a Datawarehouse project with 9 stakeholders. Resolved conflicts and prioritization during joint Workshop.

DECURTIS SOFTWARE SOLUTIONS PVT. LTD

August 2013 - April 2015

Projects: Bags Inc | Restaurant Order Booking System (Product) | Projects Outsourced by Disney

Business Analyst

- Worked on Restaurant Order Booking system which enhanced the user experience for the Customers
- Increased conversion rate of the Bags Inc. website from 3% to 15% in an extremely short deadline of three months by working on Improving the User Experience of the application.
- Created Wireframes as part of the requirement document in Balsamiq and Pencil
- Conducted and tracked the discussion points from Retrospective meeting
- Monitored Burndown Charts and raised concerns whenever the team was lagging.
- Created and executed scripts based on requirements and circulated results for sign-off

A3LOGICS PVT. LTD.

July 2011 - August 2013

Projects: OpenSchoolProject | Rajrang

Business Analyst

- Handled the engagement from scratch, implemented AGILE Project Management methodology, guided A3Logics to a 10% partnership with OpenSchool LLC enabling access for A3Logics to the US consumer market
- Led the team that implemented a complete ecommerce solution for Rajrang enabling them to access a wider market, increased sales and better management through centralized channel management system
- Change Request management by doing impact analysis, Documents update and stakeholders Approvals

VERTEXPLUS SOFTWARE PVT. LTD.

April 2010 - Jan 2011

Projects: Hotel Booking System |

Business Analyst

- Handled the development of a framework for digital hospitality to help them cater clients looking for a complete web-based solution for their hotels
- Managed Digital Marketing team with a clientele of 20. Streamlined internal processes and progress reporting, improving customer experience resulting in increase in digital marketing business by 150%
- Creating and implementing customized SEO, SMO and Online Marketing plans for various clients and increasing traffic by 100% on Average
- Created the Business Development Team and generated projects
- Did market research by posting surveys to existing customers for Hotel Booking Widget.
- Handled a team of 2 resources to Investigate and draft 50+ responses to oral and written customer Queries and Grievances.

Education

Bachelor of Computer Application from **University of Rajasthan** in 2008

12th from **Tagore Public School** in 2004 | 10th from **Jaipuria Vidyalaya** in 2002