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**JETINDER SINGH**  Jetinder.h.singh@gmail.com

Certified Salesforce Administrator

SCRUM MASTER 609.462.7315

AWS Certified Solutions Architect – Associate **Blog**: [Go Go Agile - https://gogoagile](https://gogoagile.wordpress.com/about)

**Adaptable** and **Curious** professional who is very **Approachable** **Team Player** and always willing to **Take Ownership**

Business Analyst/UAT Lead and Scrum Master Certified with more than 14+ years of experience in IT Industry, in all phases of the Software Development Life Cycle (SDLC) spanning all roles in a variety of industry segments like Media, & Publishing, e-Commerce, Finance & Banking, Clinical Research, IT Services and Health-care. Equipped with AWS Solutions Architect certification. Possessing working knowledge of API and web services - REST - SOAP

**BA – Deliverables/Documents**

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| Business Analysis Plan – Vision - Case | User Stories – Use Cases – Test Cases | Process Flow/Mappings |
| Business Requirement Specification | Requirement Management Plan | Gap Analysis |
| Functional Specification | Change Management Plan | Data Mapping |
| Non-Functional Specification | Requirement traceability Matrix | Wireframes/Mockups |

**BA - Tools**

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| Visio | GitHub | **JIRA** Administration | **Salesforce Administration** |
| Balsamiq | **AWS**-**Azure**-Google Cloud | HP ALM – RTC –TFS- VSTS | Tableau |
| Axure | Python Pandas | SharePoint | **ServiceNow – Ticketing**  |
| Salesforce CPQ | Salesforce Service Cloud | Salesforce Sales Cloud | Salesforce Marketing |

**BA/SA Experience**

* Possess a **Global Business Mindset,** focused on Customers applying Analytical abilities towards **Innovation** and Transformation/Process enhancement to achieve Operational Excellence.
* Designed various **SFDC** Custom Objects, Custom Fields, Page Layouts, Custom Tabs and Record Types as per the requirements.
* Proficiency in **SFDC** Administrative tasks like creating Profiles, Roles, Users, Email Services, Approvals Processes, Workflow Rules, Validation Rules, Reports, Dashboards, Tasks Events.
* Well versed in Waterfall and Agile Scrum methodologies, following SDLC and all Project/Product Management processes. Drafted company-wide SDLC policy which was incorporated in executive **Project Management** guidance.
* Experience working with Stakeholders as a representative of the **Project Manager** to understand the Client’s business Responsible for **Salesforce administration**, development and maintenance projects.
* Knowledge of **Salesforce** **Apex** Trigger, Apex Class, Apex Test Methods, Visualforce Pages, SOQL, SOSL, Web Services.
* Experience with Sales Cloud Processes includes:

Tracking of Leads - Accounts/Companies – Contacts – Leads – Opportunities - Building Products or Services

Creating Price books and adding prices to your products - Tracking quotes, and building a basic quote template

* Experience with and good understanding of Electronic Signature (21 CFR Part 11) applications:

- **DocuSign** - **Adobe Sign** - Assure Sign - Hello Sign Drop Box - EZSign

* Conduct Compliance Reviews, **Risk Assessment** and **Gap Analysis** of organizations policies, procedures and protocols.
* Performed Data Cleansing, Data **Remediation** and Data Analysis.
* Accomplished in Business Analysis, Quality Analysis and Project Coordination with extensive experience in business products, operations and Information Technology.
* Coordination and collection of various metrics data to be published on the Security risk and IAM dashboard
* Followed a structured approach to organize requirements into logical groupings of essential business processes, business rules, functional and non-functional requirements
* Bridging the Gap in Communication by Documenting the Business architecture, modeling out high-level business processes and workflows.
* Good understanding of **DevOps**, **Big Data**, IoT, Data Visualization (**Tableau** – Power BI), **Salesforce** CRM (working experience), Data Analysis using Python Pandas and SQL, Cloud Services (IaaS, PaaS and SaaS)
* Extensive knowledge and understanding of Data-Migration, Data-Conversion and Data-Analysis on IBM Mainframe Systems with Legacy, **CICS** Screens and **GUI**.

**Agile Scrum - Scrum Master Experience with BDD/TDD**

* Removed obstacle for the team by escalating an issue to leadership resulting in early delivery of customer issue solution. Customer provided positive feedback.
* Followed the BDD practices of Discovery, Formulation, and Automation.
* Use Case diagramming, User Story Creation, Business Process Mapping, Sequence and Activity diagramming, and UML
* Encouraged and enforced teams to adopt right conversations at the right time so you minimize the amount of time spent in meetings that enabled improvement in team delivery commitments and capacity planning for sprints by identifying & tracking hidden tasks that increased customer satisfaction.
* Facilitated Agile adoption Retrospective for the organization with the leadership and guided teams with outcome resulting in enhanced performance.
* Resolved a complex infrastructure issue by creating and utilizing a professional network of Scrum Masters, Product Owners and Technical Leads (Merrill Lynch, SEI, NJ Judiciary, HBCBS, Dow Jones).
* Followed the three-step, iterative process of BDD on various projects inclined towards Documentation.

**QA & UAT & Usability/UX Experience**

* Defining the Acceptance Criteria, User Acceptance Test Plan, UAT Test execution (Alpha-Beta testing), gathered acceptance criteria from the users, provided inputs and reports for Acceptance Decision.
* Create and present the project highlights to the QA team and other stakeholders.
* Creation and development of Test Strategy, Test Plans, Test Design for manual & automated testing.
* Created communication methods to share study results which increased transparency in design decisions.
* Moderated task-based user tests and A/B tests of prototypes and wireframes.
* Experience and understanding of **UX Research** methodologies to collect user-specific requirements for applications and be able to effectively consolidate requirements based on user needs.
* Experienced in creating **wireframes**, **mock**-**ups**, and **prototypes** using **Axure** and **Balsamiq**.
* Promoted Lean **UX** **Methodologies** leading to reduced design time and increased data for informed designs. Hands on with Usability Testing.
* Review the defects reported by the team members to make sure that they are valid, not duplicates and complete in the description
* Collect details about the overall project- its successes, areas of improvement, lessons learnt, best practices implemented, etc., and present them in the project retrospection meeting or document.
* Establish continuous deployment processes (Test Planning). Create product concepts based on the company strategy. Engage in lightweight Agile program management
* Break down concepts into user stories, Prioritize the product backlog, Channel requirements

**Experience**

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| **Cambridge University Press, NYC, NY** | **Salesforce Business Analyst** | **Mar 2020 – Jun 2020** |

This Business Process Document being developed for use in Cambridge University Conference/Exhibit representation workflow efforts. Historically, Cambridge University has had no formal documentation on the complete “As-is” Conference representation workflows due to the involvement of many independent and dependent departments and divisions, undertaken by various teams.

**Responsible for creating Business Process Documents for various:**

* Exhibition, Conference, Events participation undocumented processes for CUP’s participation at world stage during the financial year.
* Support the **Project Manager** office with new procedures and policies, and the best practices.
* Develop comprehensive use cases at the application and multi-application levels.
* Oversee the sales funnel from when a lead enters to when it becomes an opportunity in Salesforce, the CRM tool.
* Involved in **CPQ (Configure, Price& Quote) design** and mapped to the Salesforce custom objects and involved in Apttus Advanced Workflow Approvals.
* Planned and conducted requirements elicitation meetings with the business to collect functional and non-functional requirements relating to client's Salesforce technology enhancement and initiatives.
* Configured and maintained user security permissions according to organizational needs.
* Involved in data-mapping and migration of data to **SalesForce.com** Objects and fields.
* Worked with the project teams on implementing the defined **Salesforce** - Security Control User .
* Settings/Permissions/Profile and Policies within Access & Identity Management (AIM) solution of **Salesforce CRM**.
* Mapping functional requirements to **Salesforce**.com features and functionality.
* Worked on **Salesforce CPQ** pricing using list, cost/markup, percent total, block, price rules, and calculator plugins, system and user discounts and filter rule.
* We generated the quotation word document from salesforce and that is the unique feature of **Apttus CPQ product.**
* Develop, maintain, create, and improve validation rules, custom workflows, Visualforce pages, **Apex** customizations, custom objects, fields, and formulas
* Work collaboratively with the Project Lead to ensure quality and delivery of all work products
* Determine and document user requirements for business processes and abide by those requirements for future projects
* Determine operational objectives by studying business functions, gathering information, evaluating output requirements and formats
* Worked closely with agency and Marketing Director on the promotion of the event/exhibitions/conferences.
* Perform review of Compliance and assess Risk. Prepared the Gap analysis of current workflows and processes.
* Responsible for drafting the Supply Chain process for Books, Journal and other Promotional material.
* Created the Business Continuity and Disaster Recovery Plan post COVID-19
* Created Business Re-opening and Building Re-opening Plan along with senior management.
* Responsible for understanding the As-is Process and moving towards the To-be process by engaging the stakeholders.

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| **Church & Dwight, Ewing, NJ** | **Business Analyst** | **Aug 2019 – Sep 2019** |

* Responsible for creating Validation Plan for the Cyber Security Requirements. Identifying and Creating a High Value Asset Document.
* Work collaboratively with the **Project Lead** to ensure quality and delivery of all work products
* Worked on the Azure Security, IAM and Azure **SaaS platforms**
* Developed reports using client based Business Objects and **ServiceNow** data sources to assist global and regional teams on how to better prepare for the CS initiative.
* Work with Business Unit Information Security Officers (BUISOs), system owners, and other IAM colleagues to address audit and regulatory related issues
* Identified on-board/off-board gap affecting **Access Management**, resolved by updating organizational procedure shortfalls.
* Worked on generating ad-hoc queries / **data mining** (Python Pandas) / reporting (Excel and Power BI), **Account Administration** and maintaining a list of dynamic security code (hardware) & **certificates**

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| **NJ Department of Health, Trenton, NJ** | **Business Analyst** | **Apr 2019 – May 2019** |

* Used MS Visio to carry out the Business Use Case Modeling and Business Object Modeling effort to develop the business architecture for rapid and controlled application development and documenting them in **SharePoint**
* Gathered/Analyzed user requirements, procedures, and problems to improve the User Interface and provisioning interface for Customer Trails and Demos
* Coach the team in agile practices; emphasize on individuals & interactions over process & tools
* Help employees and stakeholders understand and implement Scrum practices.
* Assisted the team members in clarifying goals and actions to achieve the goals and deliver quality.
* Acted as a change agent that increases the productivity of the team, directing the team rather guiding the team.
* Independently developed the Business Requirement Document (BRD) and its subsequent versions using MS office and Visio. Evaluated business requirements for Enterprise business applications integration and service activation.
* Analyzed and Documented User Experience (UX) requirements for the (**Azure SaaS**) MS Dynamics 365 Portal and SharePoint.
* Design User interface (UI) visual elements and interactions for users.
* Conducted Usability Testing (UT) to determine how users are using the produce.
* Worked with our business users to identify, map and document each business requirement.
* Review current system data structure, and model new data structure based on current operational requirements. Evaluate and map existing data structure fields to for data migration.

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| **Merrill Lynch – Bank of America, Pennington, NJ** | **Business Analyst** | **Mar 2018 – Nov 2018** |

* Merrill Lynch Investment Advisory Program - ML One
* Maintain strong investigative skills; the ability to work independently, demonstrated extensive banking and Compliance knowledge.
* Outlined the organization hierarchy and created profiles, roles accordingly in Salesforce; worked on visibility and security settings around them as required by the business.
* Drafted company-wide SDLC policy which was incorporated in executive Project Management guidance
* Worked to effectively combine the vision of clients with in-house wireframe designers to provide clear design specifications
* **Provided daily communications, scrum notes, sprint reviews reports, project retrospectives, and regular snapshots of project velocity.**
* Created various Custom Objects and Custom Fields. Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, Cases, Activities, Dashboards and Reports.
* **Salesforce** - Implemented security settings, object level security, field level and record level security
* **Salesforce** - Extensively used Tab permissions, Record Type and Page Layout permissions
* **Salesforce** - Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* **Salesforce** - Customized Company Profile, Security Controls and Communication Templates of the organization as per the organization requirements.
* Tested Integration of data into Salesforce applications.
* Develop product capabilities using Force.com, APEX, Visualforce, and other technologies
* Customized **Apex** Triggers, **Apex** Classes, **Apex** Test Methods and Visualforce Pages.
* Designed, setup and maintained Salesforce standard objects, custom objects and junction objects, while also structuring user roles, security profiles and workflow rules.
* Monitor new Salesforce released features and functionality to provide recommendations for process
* Defining the testing activities for subordinates – testers or test engineers.
* Required Interactions with customers. Maintained the Requirements Traceability Matrix.
* Assisted in designing Group and Flow of the requirements using a Complexity Model
* Served as a liaison to the test implement team to ensure accurate testing, and regression testing.
* Updating project manager regularly about the progress of testing activities.

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| **SEI Investments, Malvern, PA** | **Business Analyst/UAT Lead** | **Mar 2016 – July 2017** |

* Oversee all projects in assigned areas to make sure all QA deliverables are met including automation deliverables to ensure high product quality.
* Developed test strategy and test plan for a given release and apply risk-based testing concepts to meet the business needs.
* Performed validations and tests on SEI Global Wealth Asset Management Platform and Banking applications.
* Drafted test plans and test strategy for migration of the legacy Investment, Wealth Management and Banking Application running on Mainframes to the Oracle Database and Front End Application.
* Managed all new user set-ups and deactivation, including following approval process and transferring ownership of accounts/contacts/opportunities for deactivated users.
* **Salesforce** - Regularly audits data to uncover data integrity issues and/or opportunities for process improvement.
* **Salesforce** - Performed mass data imports using the Apex data loader and import tools as requested by CRM Manager.
* **Salesforce** - Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow Approvals.
* **Salesforce** - Created Profiles, Roles based on Organization role hierarchy and implemented Record-Level and Field-Level security and configured their sharing settings.
* Verify the extraction of Data from Legacy Data sources and loaded to the Reporting DB (Wealth Management, Investment and Banking).
* Delivered project needs on time and within the agreed acceptance criteria in a hybrid methodology environment as they attempted to transition to an Agile Methodology.
* Reported progress to all stakeholders through Sprint Burn-Down Reports, Iteration Burn-Down Reports, and velocity target updates.
* Wrote User Stories based on the requirements gathered from all the stake holders.
* Organized and facilitated Agile and Scrum meetings, which included Sprint Planning, Daily Scrums or Standups, Sprint Check-In, Sprint Review & Retrospective.
* Coordinated with systems partners to finalize designs and formalize requirements Utilized Story. Sizing and Planning Poker techniques as needed based on the length of the backlog and priorities.
* Created SQL Queries for Data and Report Verification and Validation testing.
* Validated scheduled and Ad hoc BI reports to answer business questions quickly and thoroughly.
* Refined Test Data for reports and data driven tests through in-depth data analysis.
* Provided business managers with regularly scheduled reports (defects and results) to assist with business decisions.

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| **New Jersey Judiciary, Trenton, NJ** | **Business Analyst** | **Aug 2015 – Feb 2016** |

* Queried the Production Data to fetch records for System Integration Testing and User Acceptance Testing.
* Accessing various Mainframe Systems (TSO/SPUFI) CICS Screens to get data for the purpose of validating the PSA tool being developed.
* Created and updated users, reports and dashboards to track pipeline/stages for management visibility, while integrating Appex (applications) to **Salesforce** accounts.
* Work with Architect and Developers to transform new requirements into **Salesforce**.com design and implementation
* Queried the IDMS and DB2 Database for fetching records for testing environment.
* Involved with the testing of the ETL Jobs created to pull data from the IDMS Database to the Landing area from where it is populated to the Oracle Database after major Transformations.
* Prepared Test Scenarios and to lead the testing activities - develop test strategy and test plan, provided data for integration testing.
* Documented As-is process-flows, implemented effective workflow and embrace best practices for **MS Dynamics CRM**
* Develop and continue to refine **MS Dynamics** change management standards and tools
* Provide technical documentation and facilitate training to the business users and other stakeholders of the system
* Conduct user training and create and maintain knowledge transfer documentation
* Contributed to the design of **CRM** forms, screens, and views as well as workflows and reports for the user interface
* Be a member of the **CRM** development community affecting and driving efficiencies across the company

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| **UBS Financial Services, CT** | **Business Systems Analyst** | **Apr 2014 – Aug 2015** |

* Interacted extensively with various business groups, stakeholders and users to Perform validations and tests on UBS Global Wealth Management and Banking applications strictly adhering to the Regulations of Patriot Act, Money Laundering Act (Customer Identification and Know Your Customer -KYC), SOX Compliance, Basel II Compliance.
* Executed and wrote various Business scenarios and Test cases for the UBS Wealth Management application.
* Responsible for Requirement Elicitation for the new Trading System (Order Management and Trade Capture)
* Develop, maintain with perform processes to continuously monitor data quality and integrity in platform applications with **Salesforce Administrator** and functional managers to create training materials and documentation for **Salesforce**.com users and help train new end users on **Salesforce**.com and related applications.
* Actively and consistently, support all efforts to simplify and enhance the end user experience.
* Refined Test Data for reports and data driven tests through in-depth data analysis.
* Estimate and plan for the whole software development sprints and forecast the number of deliverable possible in an iteration based on evidence
* Conducted weekly sprint planning meeting with the developers and quality assurance analysts to review user story, assign story points and assign cards to a respective sprint.
* Wrote test cases and tested order to various Workflow (Investment and Re-Investment).
* Co-coordinated the User Acceptance Testing (UAT) on a daily basis with the SME’s to make sure that all the business requirements are addressed in the application.

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| **TD Ameritrade, Jersey City, NJ** | **Business Analyst** | **Dec 2013 – Mar 2014** |

* Creating scenarios for Trade Execution Lifecycle.
* Trade Capture - Ensuring that the trade details are been recorded.
* Trade Enrichment - Static data relevant to the counterparty or settlement instructions
* Trade Matching - Trade details captured are been agreed with the counterparty.
* Trade pre-settlement - Confirming trade and sending settlement instructions.
* Trade settlement - Monitoring exchange of securities and money as per obligations.
* Trade reconciliation - Cash management / accounting / cash flow reconciliation
* Participated in Business Requirements, Functional and Technical meetings with Business groups.
* Involved in identifying Use Cases, Actors and writing Use Case Narratives.
* Created Use Case Diagrams and Activity Diagrams. Documented User Story using to detail the business need.

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| **HBCBS, Newark, NJ** | **Business Analyst/UAT lead** | **Jan 2013 – Nov 2013** |

* Prepared Requirements Documents with the business to collect functional and non-functional requirements relating to client's **Salesforce** technology enhancement and initiatives.
* Assisted in designing and creation of training material and conducted internal training sessions for business users on **Salesforce** technology functionalities.
* Performed UI testing, functional testing, regression testing, integration testing, system testing and system integration testing on **Salesforce** Application.
* To Lead the UAT initiative to validate the Data populated into the Reports by comparing the SQL Server Database and The Reports against the Lotus Notes Database by writing SQL Queries on both ends (Lotus Notes Database and SQL Server Database).
* Data Extraction: Verify whether the data is properly extracted from the three Data sources and gets loaded in SQL Server DB.

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| **Dow Jones, NJ** | **Business Analyst/UAT Lead** | **Apr 2011 – Dec 2012** |

* Analyze existing system to meet minimum company Standards and define functional and systems requirements.
* Analysis, Design and Prototyping of Information Architecture for Web Site Redesign.
* Create and administer training programs for companies based on their specific Salesforce Customizations from Contact Manger to Enterprise Editions
* Developed detailed test plans, test scripts, user flows, user personas, and training materials
* Presented recommendations and solutions to clients that met both user expectations and business
* Managing, monitoring and Coordinating QA related activities with the on-shore and off-shore teams.
* Worked with Performance testing teams for testing deep and highly trafficked e-Commerce sites.
* Tested all the links (Link Testing) that are enabled on the customer interfacing application.
* Performed comprehensive tests on applications developed in VB.Net and JavaScript.
* Validating Outgoing links, Internal links, Anchor Links, Mail-To Links
* Validate HTML/CSS, Usability Testing, Content Checking, Interface testing, compatibility testing (browser, OS, Mobile browsing, Printing options), Cookie and Cache testing.
* Performed Test Automation using QTP and LoadRunner

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| **Merrill Lynch, Hopewell, NJ** | **QA Lead** |  **Nov 2008 – Apr 2011** |

* Considered to the largest Data Migration and Data Conversion in the history of any Industry was involved in all four phases of Data Migration:
* Analysis of Source Data (Data Analysis, Overlap Analysis)
* Extraction and Transformation of Wealth Management Data (Validating the results of ETL Job Execution). Performed Validations Tests on the Front-End Wealth Management, Banking and Investment Web Applications for the same.
* Validating the code updates after the batch runs by comparing the previous and present stages of the CICS application on ML as well as BOA side.

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| **ING, Connecticut** | **QA Lead** | **Jan 2007 – Oct 2008** |

* Led a Team of 4 QA tester (off-shore/on-shore) to test the Frond End of the Retirement Planning Application.
* Responsible for drafting: Test Plan, Traceability Matrix, Test Coverage and Defect Reports, participating and contributing to the Defects Triage calls.
* Assisted team members with compilation of Test Cases, Test Scripts and identifying candidates for Test Automation.

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| **Abbott Vascular, Santa Clara, CA** | **QA Lead** | **Jan 2006 – Dec 2006** |

* Analyzed the user Requirements and Functional Specifications to create Test scenarios, Test Data and Test Cases. Analyzed use cases and business requirements.
* Involved in Business function testing to focus on assuring that the system meets the user requirements that includes correct data acceptance, processing, and retrieval.
* Executed Procedures to load the data from Clinical Trial Database to Reporting Database.

**Education:**

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| **Bachelor’s Degree** | 1996 |
| **Diploma and Certifications*** CCNA, MCSE
* **Application Programming Diploma**
* Software Engineering Diploma
 | 1999 to 2005 |