Anish Patel

Business Analyst

⊙ London, UK

⊘ Anish is **Available to work**

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Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Freelance Assignments, Hourly Consulting

Skills

Business Analysis (Advanced)

Project Management (Advanced)

Project Delivery (Advanced)

UX Research (Intermediate)

Customer Journey Mapping (Advanced)

Customer Journeys (Advanced)

Languages

English (Fluent)

About

A versatile and user focused PRINCE 2 qualified Business Analyst with valuable technical knowledge and in-depth experience in project and programme delivery. A highly-experienced professional with a deep understanding of business needs and an adept ability to facilitate and deliver change using leading agile methods; scrum and Kanban. An effective communicator with the ability to discuss strategies with external stakeholders, board members and senior management and provide hands on approach with employees. Able to quickly establish credibility with senior decision makers in a wide range of business contexts A key asset to any public or private organisation committed to delivering value to its customers.

BRANDS WORKED WITH

Ad2one/mobsta · Bathstore.Com · Belstaff · Draper Tools · Dreams.Co.Uk · Ebiquity Plc · Enterprise Mpc · French Connection · Jigsaw.Co.Uk · Jimmy Choo · Monetate · Navteq · Nokia · Opitma Biz · Rapid Broadcast

Experience

Ecommerce Business Analyst

Jimmy Choo | May 2022 - Nov 2022

A product expert and source of knowledge about all areas of Jimmy Choo store-fronts, Salesforce Commerce Cloud platform and integrations

· Produce extremely detailed system diagrams and workflows

· Ensure requirements and deliverables are always closely aligned with business objectives through regular and detailed interviews and workshops with stakeholders

· Be the first port of call for developers and QA to get further details on requirements

· Ensure requirements are clearly communicated to developers through Jira tickets

· Write detailed User Stories and Acceptance Criteria for all requirements

Project Manager/Business Analyst

French Connection | Apr 2021 - May 2022

Key Responsibilities
    Gather business and technical requirements for new (Shopify Plus) eCommerce shopper platform, includes Online payments and Omni-channel (Customer Services and POS project)
    Collaborated with internal teams to discover and deliver the best solution to the market presented.
    Lead discussions with all 3rd party vendors and internal departments
    Applied Agile methods and processes to promote a disciplined and transparent project management process.
    Work with e-commerce Digital Director stakeholders to identify the success criteria of projects, benchmark KPIs, and measure success against identified KPIs
    Lead development of project plans, process flow diagrams, use cases, current/future state diagrams, and functional and technical requirements
    Lead cross-functional teams on an ongoing basis including stakeholders and team to ensure project success
    Independently ensure the successful implementation of projects including and managing timelines, scopes, budgets, communications,

quality, issues, risks, critical paths, and resource constraints
Provide direction and coaching to project team and QA team.

Business Analyst

Draper Tools | Oct 2020 - Feb 2021

Key Responsibilities
Process mapping current B2B and B2C keys areas which includes invoicing, refunds, credits, fulfilment, returns, price management, warranty validation and registration.
Gather business and technical requirements for Ecommerce B2B and B2C projects includes Delivery logistics, Product Data and customer UX journey.
Collaborated with internal teams to discover and deliver the best solution to the market presented.
Lead discussions with vendors (Payment Providers, Search, Localization)
Applied Agile methods and processes to promote a disciplined and transparent project management process.

Ecommerce Business Analyst

French Connection | Aug 2019 - Apr 2020

Key Responsibilities
•Gather business and technical requirements for Ecommerce and Omni channels projects includes Delivery logistics, Data layer and customer UX journey and POS systems.
•Collaborated with teams to discover and deliver the best solution to the market presented by the product team lead and the business.
•Leading the gathering, writing & management of functional, non-functional, technical requirements and business rule documentation to create responsive digital products
•Established user story acceptance criteria and refined stories with Scrum teams.
•Collaborated with stakeholders to understand business problem statements and convert them into user stories.
•Lead discussions with vendors (Logistics, Data integration, UX journey)
•Manage daily project updates to internal Executive members
•Created Sprint Release Plans with input from development teams.

Senior Business Analyst

Jigsaw.Co.Uk | Apr 2019 - Jul 2019

Key Responsibilities
•Create detailed functional specifications documenting the use cases, customer flows, UI design elements and the business rules and validation that govern the user interfaces and all application programming interfaces that support the web platforms.
•Conduct extensive research to understand and document all processes and rules governing the websites and associated platforms, using a variety of sources, including: user testing, reviews of technical documentation, interviews with key stakeholders and a review of the code base.
•Work with the IT analysts to review interactions with other 3rd party business platforms and interfaces to ensure all expected business outcomes are being achieved.
•Evaluate existing use cases and business rules and provide recommendations for improvements that form the foundation of the web development roadmap, identifying quick win initiatives that support longer term business objectives.
•Work in an agile environment to manage change and ensure all deliverables are met and on schedule and ensure effective communication of both the customer and business context to the project teams.

Business Analyst/Project Manager

Dreams.Co.Uk | May 2017 - Apr 2019

Gather business and technical requirements for new (Hybris) eCommerce shopper platform, includes Online payments and Omni-channel (POS project)
•Lead discussions with vendor (CRM, payment gateway, CMS integration, POS system, UX journey, customer touchpoints, reviews, booking system etc), internal, and cross market Business Analysts
•Collaborated with teams to discover and deliver the best solution to the

market presented by the product team lead and the business.
•Collaborated with stakeholders to understand business problem statements and convert them into user stories.
•Leading the gathering, writing & management of functional, non-functional, technical requirements and business rule documentation to create responsive digital products
•Ensure Acceptance Criteria are clearly defined against each feature
•Leading daily stand up calls with system integrators and testing partners
•Created and maintained the solution vision, roadmap, and backlog of work through the project's life cycle.
•Articulated product vision and user stories in a way clearly understandable to development teams.
•Applied Agile methods and processes to promote a disciplined and transparent project management process.

Ecommerce Project Manager
Bathstore.Com | Dec 2014 - Feb 2017

Client Service Manager
Monetate | Sep 2013 - Sep 2014

Mobile Operations Project Executive
Ad2one/mobsta | Mar 2013 - Sep 2013

Campaign Manager
Nokia | Feb 2012 - Jan 2013

Publisher Project Executive
Navteq | Aug 2011 - Feb 2012

Publisher Systems Executive
Ebiquity Plc | Mar 2010 - Aug 2011

Customer Service Executive
Opitma Biz | Oct 2009 - Feb 2010

Production/Edit Assistant
Rapid Broadcast | Feb 2007 - Sep 2009

IT Support Engineer
Enterprise Mpc | Sep 2005 - Dec 2006

Ecommerce Business Analyst
Belstaff | Jan 2023 - May 2023

Gather business and technical requirements for Shopify Plus eCommerce shopper platform

Manage the Belstaff development backlog, leading requirements gathering for more complex cross system impacting changes

Responsible for the product ownership for Belstaff's development tickets, providing the interface to the internal and external website development partners

Creating high level design documents, documenting the as-is and to-be process flows underpinning technical change

Capturing detailed business requirements; use cases and user stories, comprehensively documenting the business and technical requirements for functional and aesthetic Belstaff site enhancements

Provide first point of contact for areas of the business; Trade, eCom-

merce, Retail, Customer Services and Operations to raise issues occurring from website, order generation, middleware and fulfilment

Manage the resolution of order fulfilment discrepancies with the middeware partner and act as point of escalation for resolutions exceeding SLA

Education & Training

2001 - 2005   ● **De Montfort University**

BSc Hons, Multimedia Computing