

Chathura Ambegoda

Problem solver, critical thinker, analyst by day corder by night

A Senior Business Analyst with a proven track record, turning business needs into successful IT implementations using Agile software development methodologies.

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📍 Glebe, NSW

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SKILLS & COMPETENCES

SCRUM / Kanban

BDD / TDD

BPMN / Visio

Conceptual Modeling

HTML / CSS / JS

SQL / SSRS

JIRA / Confluence

Story Mapping

SaaS

Conflict Resolution

WORK EXPERIENCE

Agile Business Analyst

GuildLink Pty Ltd

10/2016

Sydney, NSW

Achievements/Tasks

- Introducing and implementing a continuous delivery and continuous improvement framework
- Rolling out Agile processes and tools across the business
- Standardising API between number of internal systems based on swagger 2.0 specification
- Managing user acceptance testing (UAT) for the successful delivery of feature releases
- Requirements elicitation, user journey mapping, process flows and producing high-quality detailed End-User Interface Design documents, covering both functional and non-functional design for number of projects
- Championed MS Dynamic CRM customisation/integration by evaluating/prioritising change requests, designing enhancements, reviewing new roadmap items and managing the fortnightly releases
- Planning, estimating, and reporting on business analysis activities & deliverables.

Agile Business Analyst

Tech2Group PTY LTD

10/2013 – 10/2016

Ultimo, NSW

Subsidiary of TPG Telecom

Tasks

- Analyze business requirements and processes through document analysis, interviews and workshops.
- Translate stakeholder requirements into tangible deliverables such as functional specifications, user cases, user stories, workflow/process diagrams, data flow/data model diagrams.
- Identifying and evaluating inefficiencies in current business processors and recommend optimal solutions by software developments, system functionality and user behavior changes.
- Data driven decision making including SQL reporting, web analytics tools and data warehouse reports. business value measurement via A/B testing

Digital Producer / Project Lead

Tech2Group PTY LTD

07/2012 – 10/2013

Ultimo, NSW

Tasks

- Control strategic implementation and execution of digital advertising campaigns, including SEM/SEO and display/retargeting campaigns with a focus on delivery of results.
- Monitoring and optimising digital advertising including campaigns and creative performance through creative rotation, optimisation, split testing, associated reporting and tracking etc. to achieve higher ROI and lower lead generation cost.
- Development and execution of content strategy including creating, curating and publishing content, in line with the brand strategies and target audience requirements.
- Manage UI/UX design and usability testing

WORK EXPERIENCE

Service / Help Desk Team Leader

Gizmo Corporation PTY LTD

11/2010 – 07/2012

Ultimo, NSW

Tasks

- Lead a team of 20, remote desktop technicians by managing day to day work priorities, work schedules & rosters to meet the Service Levels agreed with our clients such as Dell, Harvey Norman, iiNet, TelcoInBox
- Developing remedial action plans where SLA's or QA is missed to prevent a reoccurrence.
- Implementing KPI's and Bonus structure to meet SLA's in timely and efficient manner.
- Organised training of new staff and recommended/identified training needs for all team members.
- Responsible for evaluation and salary reviews as well as hiring and performance management/termination when needed.

PROJECTS

Guild Care NG integration with My Health Records (Gov.) - (07/2017 – 10/2017)

GuildCare NG - a software as a service (SaaS) for managing patients and their scripts for pharmacies (02/2017 – 10/2016)

Product / service Subscription Portal including billing, invoicing, payments (03/2017 – 05/2017)

Patients/Employees Vaccination Bookings portal (02/2017 – 04/2017)

Work-order management system for Broadspectrum (11/2016 – 01/2017)

MS Dynamics CRM customisations (10/2016 – 02/2017)

Sharepoint as a collaborative platform and a DMS for Tech2Group (03/2016 – 10/2016)

Mobile BI solution for Tech2Group (02/2016 – 05/2016)

Worker-order request/review web portals for TPG and iiNet (01/2016 – 02/2016)

Invoicing and payment module for StreamLine (12/2015 – 04/2016)

Tactical field-force management solution (SaaS) for NBN Co. (08/2015 – 04/2016)

Purchase order module for StreamLine (02/2015 – 10/2015)

ACHIEVEMENTS

Additional revenue channels implementing StreamLine as a service

Successful implementation and deployment of StreamLine as a tactical field-force management solution led it being deployed and adapted by other SDPs.

Increase of \$100K+ revenue per month

By implementing fully automated payment and invoicing module in StreamLine, managed to reduced invoicing errors thus increasing revenue.

Reduced the cost of paid campaigns by 33%

By improving the CTR to 3.25% manage to reduce the paid campaign cost while maintaining the quality of leads. This was 245.75% from the previous year.

INTERESTS

Beautiful Data

FOREX

Front-End / Full-Stack Frameworks

Innovations

Machine Learning

Photography

TED Talks

Meetups