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| **EDIMA INWANG**  **BUSINESS ANALYST** | | | +44 759 603 3295  edimainwang@gmail.com  www.linkedin.com/in/edimainwang |
| **PROFILE** | Dynamic and results-driven Business Analyst with over 7 years of experience in digital transformation, product development, and business process optimization. Adept at bridging the gap between business and technology teams, leveraging data-driven insights to deliver impactful solutions. Proven track record in managing full product lifecycles, executing strategic roadmaps, and ensuring alignment with stakeholder expectations. Expertise in Agile methodologies, change management, and business analysis tools. Passionate about driving innovation using design thinking and emerging technologies like AI and Blockchain while optimising customer experiences, and delivering measurable business outcomes. | | |
| **EXPERIENCE** | **DIGITAL INNOVATION MANAGER (Volunteer) | Buckingham Canal Society**  *May 2022 – Present*   * Led digital transformation through user research and persona development, enhancing the website and marketing efforts to increase online engagement by 35% and volunteer involvement by 40%. * Established standardized documentation processes with clear templates for digital marketing policies, ensuring organisational consistency, compliance, and ease of reference. * Initiated a data-driven CRM system overhaul, reducing manual data entry by 25% and improving customer data accuracy by 40%. * Managed monthly product board meetings, overseeing progress and risk management to align with business goals.   **Key Achievements:**   * Supervised website design and development within budget and ahead of schedule, resulting in a 35% website improvement. * Implemented email newsletters to reduce paper-based communications by 60%, optimizing outreach and communication practices. * Introduced generative AI tools to the team for enhanced marketing and content strategies, increasing productivity by 25% and enabling personalized campaigns.   **BUSINESS ANALYST | SlingStone Business Consulting**  *May 2021 – Present*   * Led end-to-end product management for multiple high-impact projects, driving product vision, strategy, and roadmap creation with a 10% increase in customer retention rates. * Elicited and documented business requirements from stakeholders, translating them into user stories and detailed functional specifications to align with IT development teams. * Managed the product backlog for several digital products, prioritizing tasks and features based on business needs, improving delivery timelines by up to 12%. * Analysed business process maps and conducted workshops with subject matter experts to identify gaps and inefficiencies. Following these sessions, designed the “TO-BE” process maps using tools like Nintex Promapp and MS Visio, optimizing workflows and driving operational improvements. * Collaborated with solution architects and technical teams to develop innovative, data-driven solutions to complex business problems. * Coached and mentored virtual assistants and user researchers, enhancing team performance and ensuring consistent delivery of high-quality business outputs.   **Key Achievements:**   * Delivered a key project ahead of schedule by 3 weeks, resulting in a 3% improvement in conversion rates for a major client’s digital marketing campaign. * Managed end-to-end design of a learning management system using Agile, leveraging customer behaviour research and journey maps to support development, ensuring user-centric solutions and iterative product delivery.   **COFOUNDER/UI DESIGNER | Neswong Services Delivery Company**  *January 2016 – January 2021*   * Facilitated workshops and brainstorming sessions to gather stakeholder requirements, translating them into actionable business solutions that boosted client satisfaction by 30%. * Developed and communicated system security policies to enforce compliance with regulatory standards, leading to a 40% decrease in security risks. * Utilised Agile methodologies to effectively manage projects, prioritise features, and ensure on-time delivery of digital products in line with business objectives. * Served as a user researcher for an EdTech solution, conducting user interviews and creating personas to ensure the product met user needs. * Acted as the UI/UX designer for a fintech project, designing user-friendly interfaces and customer journeys that enhanced the product's usability and customer satisfaction.   **Key Achievements:**   * Designed and executed a wireless WAN installation project, driving cost savings of 15% for a client and contributing to operational savings exceeding $20,000. * Led a successful change management initiative resulting in a 25% increase in team productivity and improved cross-functional collaboration. | | |
| **EDUCATION** | **Post Graduate Certificate – Internet Technology and Security** *2022*  **BSc Computer Engineering**  *2006* | | |
| **CERTIFICATIONS** | **Google’s User Experience Design – Coursera** *2023*  **MichiganX’s Understanding User Needs – edX** *2019* | | |
| **SKILLS & PROFICIENCIES** | **Business Analysis:** Requirements elicitation, stakeholder engagement, process optimization, backlog management, user stories.  **Product Ownership:** Roadmap creation, end-to-end product management, Agile methodologies, product lifecycle management.  **Digital Transformation:** Change management, digital strategy, customer journey mapping, innovation in digital solutions | **Data Analysis:** Data-driven decision making, process flow analysis, KPIs tracking, functional designs.  **User Research & UI/UX Design:** Persona development, user journey mapping, user-centred design, design thinking, enhancing user experiences  **Leadership & Collaboration:** Cross-functional team management, stakeholder management, coaching junior analysts, vendor management. | |
| **TOOLS** | Jira | Confluence | MS Visio | Kanban | SQL | Agile frameworks | Figma | | |