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| Shamila Yaqub  Digital Consultant | shamyaqub@gmail.com • 07507 816339  http://linkedin.com/in/shamilayaqub  Leeds, UK |

Data-driven and highly analytical leader with hands-on experience in accelerating organisational growth and enhancing digital capabilities by leading and delivering projects both in the private and public sector. Proven record of gathering requirements, improving overall business operations, determining and resolving operational risks, as well as leading process improvements. Spearhead in delivering programmes and projects on time and at presented cost while working in area of specialism by operating breadth / depth of consulting experience. Excel at understanding capabilities and applying agile/lean principles whilst providing training to both dev team and stakeholders on project aspects and promoting agile ways of working. Proven ability to communicate verbally and non-verbally with multiple organisational teams and stakeholders with keen focus on building and sustaining long-term relationships.

Technical Proficiencies

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| Methodologies: | Scrum, Kanban, Waterfall, Nexus. SAFe, LeSS | |
| Tools: | MS Project, MS Visio, Excel, SharePoint, JIRA, Confluence, Miro, Mural, Balsamiq | |
| Other: | Business process modelling, sequence diagram, UML, entity diagrams |
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Career Experience

AND Digital, Halifax 2019 – Present

Senior Product Analyst / Delivery Manager

Maximise and enhance digital capabilities for several clients, while serving as a Consultant covering the roles of Business Analyst, User Research, Scrum Master, Data Lead and Delivery Lead. Conducting effective data migration analysis for top-tier insurance company whilst also moving multiple operational processes into Workday. Influencing and promoting the adoption of testing methodology and agile ways of working. Leading analysis on the green field implementation of micro services for estimating direct debits while identifying and validating issues such as resolving problematic spaces, providing leadership to team, and minimising key risks. Within public sector developing services whilst ensuring robust processes and governance frameworks, whilst working with director level stakeholders to define the risks/constraints and product strategy.

* Rendered high-quality support to software developers in developing end-to-end services by formulating user stories, executing process modelling, as well as outlining functional/non-functional and essential requirements
* Applied various qualitative and quantitative methods to gain insights into current services and identify pain points, area of improvement ‘as is’ ‘to be’
* Completed competitor analysis and review of organisation to highlight external and internal factors
* Planned user research sessions, created discussion guide, conducted interviews, generated survey to feed into design iterations
* Disseminated information into themes and delivered key insights to the team and stakeholders through written and oral presentations
* Created user journey maps, personas and service map incorporating both front stage and back stage actions
* Utilised different category methods (MoSCoW, priority, size, status) for efficient project backlogs to recognise and prioritise requirements, while determining roadmap of now/next/future via effective oral /digital communication.
* Led data migration activities for all HR data using a phased approach as well as adding assurance points..
* Development of project scope, priorities and deliverables with input from client.
* Ran agile ceremonies and coached the team on agile ways of working
* Knowledge of E2E software delivery life cycle
* Maintained documentation for full traceability

Momenta/Deloitte, London 2015 – 2019

Analyst/Quality Assurance

Achieved successful project delivery by serving as liaison between Deloitte and client to drive robust processes and system solution rollout. Analysed and interpreted several project processes by synergising with key partners and stakeholders across end-to-end operations. Communicated project updates, acquired approval from senior leaders, and facilitated decision-making related to outstanding project issues / risks by engaging in bi-weekly meetings. Developed RCA reporting tools during pilot phase and weekly sessions with operational managers to discuss trends and performance. Mentored and manufactured customised training sessions for client and end-users for every project.

* Facilitated workshop to create E2E process maps ‘as is’ and ‘to be’
* Identified stakeholders – creating stakeholder map and RACI
* Wrote user stories with acceptance criteria, working with the devs to refine these ahead of time
* Completed qualitative and quantitative research
* Created and implemented enhanced workflow and case management system through organisation of business engagement sessions to elicit and evaluate business requirements.
* Drove process improvements by managing and integrating change requests.
* Improved skills of client and end users through mentorship by orchestrating customised training sessions.

Capita Asset Services, Leeds. 2011 - 2015

Segregated Dealing Manager/Property Funds onboarding

Collaborated with clients to launch property funds, from ideation to market. Optimised existing system capabilities, identified documentation requirements, and completed critical negotiations to minimise time and cost. Supervised ongoing change requests while administering delivery activity schedules, highlighting sensitive issues and documenting risks.

* Accomplished high value Real-estate investment fund launch
* Crafted guideline for fund administrators to follow while dealing in funds by formulating front and back stage processes
* Co-ordinated with vendor and submitted business case approved by director, deploying electronic platform to automate deals by accurate and in-depth research
* Created monthly KPIs and attended service review meetings
* Led and coached the team to hit month on month service delivery

Education & Credentials

BSc (Hons) Neuroscience – University of Leeds, Leeds, UK

SAFe Agilist – SAFe – September 2022

PSM1 – Professional Scrum Master – Scrum.Org – May 2019

GCP Leadership – Google – March 2022

Graduate Certificate in Business Analysis – UK home college – 2017

EDI Business & Admin NVQ Level 3 – EDI – Feb 2010

Business Process Mapping Course – Quality Management & Training Ltd – June 2011

Associate Member of the Chartered Institute for Securities & Investments (ACSI)