

# Corbet

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## PROFESSIONAL SUMMARY

- With over 10 years of experience as a Business Systems Analyst and Project Manager, I play a pivotal role in analyzing business problems and working with development teams to deliver value through IT project delivery, business process & software improvement, and operational efficiency efforts.
- During my tenure as a Business Systems Analyst at Jackson Dawson, I gathered requirements specifications and wrote acceptance criteria while acting as a liaison between Ford leadership and my Development team to ensure that both business and customer needs were considered.
- My ongoing curiosity led me to pursue a Masters of Science in Information Technology at the University of Michigan to deepen my understanding of User Experience Research and Design, bolstering my capabilities to help clients make important business decisions as a Business Systems Analyst.

## TECHNOLOGY & SKILLS

### SOFTWARE DEVELOPMENT

Requirements Gathering  
Acceptance Criteria  
Scrum Master  
User Stories  
User Acceptance Testing (UAT)  
Software + Web Development  
Agile + Waterfall Methods  
Quality Assurance (QA) Tests  
SQL Scripts

### USER RESEARCH

Journey + Process Mapping  
Contextual Inquiry  
Surveys + Interviews  
Diary Studies  
A/B Testing  
User Flow + Process Flows  
Personas & Scenarios  
Participatory Design

### TOOLS + LANGUAGES

HTML + CSS  
SQL + SMSS  
Microsoft Project  
Sharepoint + Visio  
Excel + Power Point  
Jira + Miro + Azure DevOps  
Adobe Analytics + Target (A4T)  
Amazon Web Services (AWS)  
Figma + Axure + Sketch

## EXPERIENCE

### **Business Systems Analyst** at Jackson Dawson, Dearborn, MI (Remote)

October 2023 - Present

- Gathered requirements specifications from Ford stakeholders and SMEs to develop and prioritize user stories, acceptance criteria, user cases, logic flow diagrams, and functional specifications in Azure DevOps to enable developers to deliver improvements to Bronco's digital platforms in upcoming sprints.
- Participated in Agile sprint ceremonies, including daily SCRUM and monthly retros to coordinate with our development teams to reduce churn, improve quality, clarity, and overall delivery.
- Planned User Acceptance Testing (UAT) and Quality Assurance (QA) testing to verify all web experiences were implemented correctly and successfully solve business & user needs.

### **Business Systems Analyst** at VML, Detroit, MI (Hybrid)

August 2021 - June 2023

- Standardized user story creation process & functional design templates for the intake & prioritization team, reducing sub epic readiness deliverables by an average of 3 weeks.
- Planned and implemented targeted and personalized customer experiences for Ford.com with Product Owners and Subject Matter Experts (SMEs) using Adobe Analytics for Target (A4T).
- Conducted A/B Tests with Ford SMEs to better understand which web content best drives conversions, sales, and other metrics across Ford's marketing channels.
- Coordinated new model year targeted A/B campaigns in Adobe Experience Cloud for Adobe Manage Services (AMS), leading to Return Visit home page being implemented within 2 days of a vehicle's public reveal.
- Managed upcoming tailored e-mail marketing campaigns for Ford Product Owners using historical customer data to maximize revenue from e-mail marketing delivery channels.

**Project Manager** at Garden State Flower Cooperative, *Boonton, NJ (Consulting)*

December 2020 - May 2021

- Planned a new mobile-friendly pre-order system using Glide, which increased sales during the pre-ordering process by over 200% season over season.
- Prototyped, designed, and mocked up the new system in Figma, creating a more visually-rich user experience that can be accessed from any mobile device for both flower growers and buyers.
- Continually iterated and made refinements on the platform as additional user insights were gathered using A/B testing, interviews, and QA testing, which increased overall customer satisfaction.
- Wrote and presented training documentation and help guides for florists and buyers in Microsoft Power Point and Word, helping them feel comfortable and knowledgeable with the new platform, with a notable decrease in onboarding time.

**Business Analyst** at Michigan Flower Growers' Cooperative, *Ypsilanti, MI (Consulting)*

January 2020 - August 2020

- Gathered business requirements and user needs from stakeholders through interviews, participatory design sessions, and journey mapping in Microsoft Visio to better understand any pain points associated with the co-op's existing pre-order system and how it could be improved.
- Analyzed business and customer insights using Contextual Inquiry in Miro and created a requirements specification and user stories for the new preorder system's implementation.
- Conducted and presented a competitive analysis in Power Point by comparing and contrasting b2b eCommerce solutions product features that the flower co-op may wish to utilize in the future.

**Business Systems Analyst** at Thomson Reuters, *Ann Arbor, MI*

August 2014 - October 2018

- Planned & coordinated new feature mock-ups, specification requirements, and user support documentation for new, updated, and enhanced features in Accounting CS's Software as a Service (SaaS) suite.
- Gathered, analyzed, and translated user stories, requirements, and support requests into work items for our development teams to implement for upcoming agile product development sprints in Azure DevOps.
- Coordinated and planned the Affordable Card Act project, which enabled automatic filing of employee healthcare data, saving enterprise and b2b clients hundreds of hours per year in reporting requirements.
- Redesigned, updated, and added new client widgets to the Accounting CS data visualization dashboard to facilitate more efficient review of each firm's KPIs, metrics, and data points from a high-level view.
- Wrote and executed SQL scripts and queries for clients and internal teams in order to drive key business decisions, including managing a script repository using Microsoft Excel and SharePoint.
- Designed and executed quarterly regression Quality Assurance (QA) testing scripts in order to maintain product integrity, identify regressions, and work with developers to resolve any outstanding issues.
- Lead discovery sessions with client stakeholders through interviews and surveys in order to develop requirements specifications and acceptance criteria for new software features and functionality for upcoming project development sprints.

## EDUCATION

**Masters of Science in Information**, University of Michigan, *Ann Arbor, MI*

User Experience Research & Design, Graduated 2020, 3.9 GPA

**Bachelors of Business Administration**, University of Toledo, *Toledo, OH*

Marketing & Sales, Graduated 2010