Pasupathi Parameswaran

Business Analyst | Product Delivery

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LinkedIn | Revolte.ai Case Study | Portfolio | Behance

PROFESSIONAL SUMMARY

Business Analyst with 7+ years in product delivery, including 2.5+ years leading business analysis across ~20 web and mobile projects in AI developer tooling, energy, fintech, marketplaces, and analytics. Elicit and document requirements as BRDs, FRDs, SRS documents, and user stories with testable acceptance criteria. Map As-Is / To-Be processes, define business rules and exception flows, and align product, engineering, and QA from discovery to release. A product design background allows fast prototyping to validate scope before build.

CORE COMPETENCIES

Requirements: Requirements elicitation, BRD / FRD / SRS documentation, user stories, acceptance criteria, business rules, exception flows, edge-case analysis

Analysis: Stakeholder analysis, gap analysis, competitor benchmarking, As-Is / To-Be process mapping, impact analysis, feature analysis, reporting requirements

Delivery: MVP scoping, MoSCoW prioritization, dependency mapping, backlog grooming, sprint planning, test case design, QA collaboration

Product & UX: Customer journey mapping, wireframing, prototyping, usability testing

Tools: Jira, Confluence, Azure DevOps, Notion, Figma, FigJam, Adobe XD, ChatGPT, Claude

PROFESSIONAL EXPERIENCE

Business Analyst & Product Designer | RootQuotient Technologies Pvt Ltd

Chennai, India | Jul 2021 – Present

Joined as a Product Designer and grew into business analysis and product delivery across ~20 client and internal projects.

- **Turned around a delivery-critical client project** that had no requirements, delivery plan, or test cases. Took ownership of business analysis, project management, design, and QA; aligned the team on scope and plan, and delivered on time.
- **Wrote the feature requirement document and 1,000+ test cases** for that project, covering edge cases during the requirements phase, which enabled engineering to reach **95% unit test coverage**. Earned the Above & Beyond Award.
- **Led business analysis for Rebel Energy**: elicited customer needs across energy usage, meter readings, billing, and payments, and translated them into requirements for **100+ web and mobile screens**, including daily, weekly, and monthly consumption views.
- **Owned business analysis for a social media platform**: clarified stakeholder requirements, mapped end-to-end user journeys, and used flows and prototypes as the shared scope reference for stakeholders and engineering.
- Prepared BRD, FRD, and SRS documents, and joined backlog grooming and sprint planning with product, engineering, and QA.

Revolte.ai, AI Software Delivery Platform | Business Analysis & Product Delivery

Product initiative at RootQuotient Technologies | Launched Aug 2026 | #3 Product of the Day on Product Hunt

- Took the platform from concept to launch with a **10+ member cross-functional team** (product, engineering, QA), owning scope definition and requirement validation.
- **Wrote 200+ user stories** with acceptance criteria covering repository setup, project context, workflow configuration, approvals, and output review.
- **Ran As-Is / To-Be analysis of onboarding**; moving project and application inputs from upfront setup to run time cut the **steps needed before a first workflow run by ~50%**.
- Benchmarked competing AI development tools and defined three onboarding paths (prompt, workflow template, GitHub repository); used usability feedback to close gaps in setup and in visibility of workflow progress.
- Prioritized MVP scope by user value, setup effort, and execution dependencies, separating required project context from optional configuration.
- Defined business rules and exception flows for approval and rejection routing, failed runs, and engineer review of file changes before commit or pull request.

- **Partnered with QA on testable acceptance criteria** for missing configuration, rejected approvals, failed runs, and depleted credits, **reducing late-stage rework by ~35%**.
- Specified reporting requirements for run monitoring (stage progress, status, step logs) and a three-level credit model (organization, project, application) covering spend, allocations, and limits.
- Used Claude and ChatGPT to structure requirement documents and speed up review cycles.

Freelance Designer (Part-time) | Independent
Sep 2020 – Jul 2022

- Delivered UI/UX and brand work for 15 clients; translated client briefs into scoped deliverables and refined them through feedback cycles.

Creative Designer | Krysta Designs
Apr 2019 – Sep 2020

- Translated project requirements into interface and brand concepts for UI/UX and branding clients.

UI/UX Design Intern | Smazee Studios
Dec 2018 – Apr 2019

SELECTED BUSINESS ANALYSIS PROJECTS

- **Out-of-Home Advertising Analytics:** gathered reporting requirements from 3 stakeholder groups and defined configurable reports and dashboards with consistent data displays.
- **Freelance Marketplace:** analyzed workflows across 4 user roles (admins, businesses, Business Lite users, freelancers), identified gaps between the marketplace and admin portal, and recommended role-based changes.
- **EZPZ Fitness & Nutrition Platform:** elicited requirements from nutritionists, trainers, and users; defined flows for workout and meal plan assignment, macro and activity tracking, and gym-level visibility.
- **Fintech Application:** mapped requirements across expenses, loans, savings, investments, and insurance, linking daily tracking to financial goals.
- **Real Estate and Student Residence Management:** ran competitor and gap analysis and mapped role-specific workflows for buyers, sellers, residents, property managers, and admins.

AWARDS

Above & Beyond Award, RootQuotient (Sep 2023): turned around a critical project across BA, project management, design, and QA

Creative Genie Award (Jun 2022): creative problem-solving and design quality

EDUCATION & CERTIFICATION

Bachelor of Engineering | Sri Sairam Institute of Technology | 2015 – 2019

Certificate Course in User Experience | UX Mint | 2022