

Sithara Ariyasena

Business Analyst · Product Owner · Agile Practitioner

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PROFILE

Strategic Business Analyst and Product Owner with 6+ years of experience driving digital transformation across tourism, logistics, and ERP systems. Delivered major projects generating measurable business value through stakeholder-centric requirements management and Agile methodologies. Expert in translating complex business needs into actionable technical specifications, reducing delivery cycles through optimized sprint planning. Proven success in leading cross-functional teams and implementing solutions that enhance operational efficiency.

EXPERIENCE

Business Analyst / Product Owner · DMS Software Technologies (Pvt) Ltd Aug 2022 – Present

KEY PROJECTS iTOS Gen 3 Tourism System · Sri Lanka Railway Inventory & Procurement System · Aitken Spence Logistics Solutions

IMPACT & ACHIEVEMENTS

- Led product ownership for iTOS Gen 3 Tourism System serving 10+ travel agencies, managing backlog of 200+ user stories and delivering 15+ sprint releases with on-time delivery.
- Reduced requirements ambiguity through structured elicitation workshops and creation of comprehensive functional specifications for Railway Inventory system.
- Improved stakeholder satisfaction by implementing weekly demos and transparent communication protocols.
- Streamlined UAT process, reducing testing cycles from 4 weeks to 2 weeks through test case optimization and stakeholder training.
- Facilitated 60+ Agile ceremonies (sprint planning, daily stand-ups, retrospectives) ensuring team velocity improvement.

KEY RESPONSIBILITIES

- Drive end-to-end requirements management for 3 concurrent enterprise projects.
- Collaborate with stakeholders to define product vision, roadmap, and release strategy aligned with business objectives.
- Author detailed user stories with acceptance criteria, process flows, wireframes, and technical specifications.
- Conduct gap analysis and recommend process improvements resulting in efficiency gains.
- Perform functional and regression testing, identifying and documenting critical defects pre-release.
- Develop comprehensive documentation including user guides, release notes, training materials, and SOPs.
- Mentor 2 junior analysts on requirements best practices and Agile methodologies.

Associate Business Analyst · DMS Software Technologies (Pvt) Ltd Feb 2021 – Aug 2022

KEY PROJECTS NIBM e-Library System · iTOS Gen 2 Tourism System · Aitken Spence Logistics System

IMPACT & ACHIEVEMENTS

- Successfully migrated 10,000+ user records during iTOS Gen 2 upgrade with zero data loss through meticulous requirements documentation and testing protocols.
- Enhanced system usability by creating 50+ UI/UX mockups using Justinmind tool, gathering user feedback iteratively.
- Prioritized 150+ features across 12 sprint cycles using MoSCoW methodology, ensuring highest-value delivery.

KEY RESPONSIBILITIES

- Gathered and documented business requirements through interviews, workshops, and process observation for 3 major systems.

- Created detailed user stories, acceptance criteria, and mockups to bridge communication between business and technical teams.
- Conducted impact analysis for change requests and managed requirements traceability matrix.
- Participated in all phases of SDLC from requirements through deployment and post-launch support.
- Coordinated with developers, designers, and QA engineers to ensure alignment on deliverables.
- Wrote comprehensive functional specifications and maintained requirements repository in Jira.

Management Trainee (Business Analyst) DMS Software Technologies (Pvt) Ltd Aug 2019 – Feb 2021

KEY PROJECTS iTOS Gen 1 Tourism System · FreightTrack Logistics System

KEY RESPONSIBILITIES

- Supported team in requirements gathering, documentation, and stakeholder communication for tourism and logistics domains.
- Maintained business requirements documents (BRD), ensuring version control and traceability.
- Provided ERP consultation to clients, addressing system configuration and process optimization queries.
- Conducted process analysis workshops, identifying bottlenecks and recommending improvements.
- Participated in system demos and training sessions for end users.

Business Analysis / Project Management Intern Bharti Airtel Lanka (Pvt) Ltd Sep 2018 – Jul 2019

KEY RESPONSIBILITIES

- Assisted in creating business requirements documentation for telecom operational projects.
- Coordinated project activities and maintained project trackers.
- Conducted research on industry best practices and compiled findings for strategic initiatives.
- Collaborated with cross-functional teams to support project delivery.

SKILLS

BUSINESS ANALYSIS	Requirements Elicitation & Management · Gap Analysis · Process Mapping & Optimization · User Story Development (INVEST Framework) · Business Process Modeling (BPMN) · Functional & Non-Functional Specifications · As-Is/To-Be Analysis
PRODUCT MANAGEMENT	Product Ownership · Backlog Grooming & Prioritization (MoSCoW, WSJF) · Roadmap Planning · User Acceptance Testing · Feature Definition · Stakeholder Engagement · Product Analytics
AGILE METHODOLOGIES	Scrum Master Practices · Kanban · Sprint Planning & Execution · Daily Stand-ups · Sprint Retrospectives · Backlog Refinement · Release Management
TECHNICAL PROFICIENCY	SQL (Queries & Data Analysis) · BPMN Modeling · UML Diagrams · API Documentation · Supply Chain Systems · ERP Modules (Inventory, Procurement)
TOOLS & PLATFORMS	Jira (Administration & Reporting) · Confluence · Microsoft Office Suite · Google Workspace · Draw.io · Power BI · Lucidchart · Justinmind
KEY STRENGTHS	Analytical Problem Solving · Stakeholder Communication · Change Management · Requirements Traceability · Workshop Facilitation · Team Leadership

EDUCATION

Bachelor of Science in Information Systems University of Colombo School of Computing, Sri Lanka

RELEVANT COURSEWORK Database Management · Systems Analysis & Design · Business Process Management · Software Engineering

CERTIFICATIONS

Agile Essentials: A Practical Guide to the Agile Process	Alison	2074-45096203
Agile Project Management	Alison	5661-45096203
Business Analysis & Process Management	Coursera Project Network	SMLHGHAA024HB
Power BI Basics to Advanced	Business Agility Tune Up (Pvt) Ltd	
Create a Project Management Tracker using Microsoft Excel	Coursera	XY5V9V5PRVT4
Google Workspace Deployment Services		CN-189338
Google Workspace Sales Credential		CN-186395
Google Education Sales Credential		CN-189103

REFERENCES

Available upon request