

Stacey M. Futch, MBA, MSW

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Objective

Seeking a Business Analyst / Product Owner, User Experience Designer or Project Manager opportunity to work and grow within an established and innovative organization.

Professional Statement

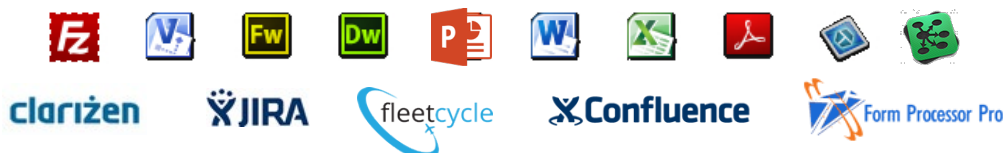
The diversity of my professional experiences and educational background vary a great deal, lending themselves to successful growth, adaptability and professional achievement.

Key Positions & Skills

- Business Analyst; Product Owner; User Experience Designer; Project Manager; Website Designer/Developer
- Agile & Waterfall Methodologies; Office; Visio; Omnigraffle; SharePoint; Clarizen; Confluence; JIRA; HTML; CSS
- Healthcare; Telecom; Rewards Benefits; Associations; Non-Profits; e-commerce; Airlines; Market Research

Work History Snapshot

Position	Organization	Employment Type	Dates
• Business Systems Analyst	Health First	Full-time Permanent	10/17 - Present
• Website Designer / Developer	FYi Websites (Freelancer)	Part-time Freelancer	01/03 - Present
• Business Analyst	Delta Airlines TechOps IT	Full-time Contractor	09/16 – 05/17
• Senior Business Analyst	Delta Airlines Reservations IT	Full-time Contractor	01/16 – 05/16
• Jr. Project Mgr. / Sr. Biz. Analyst	Turner Broadcast Systems	Full-time Contractor	10/15 – 12/15
• Senior Business Analyst	Delta Airlines HR IT	Full-time Contractor	10/14 – 10/15
• Business Analyst / UX Designer	eVerifile	Full-time Contractor	07/14 – 08/14
• UX Designer	CBEYOND	Full-time Contractor	08/13 – 02/14
• Business Analyst / UX Designer	Xceleration	Full-time Contractor	02/13 – 08/13
• Business Analyst	Amovius	Full-time Contractor	11/12 – 01/13
• Business Analyst / Project Mgr.	Bid4Assets	Full-time Permanent	01/11 – 12/11
• Business Analyst / Project Mgr.	Euclid Technology	Full-time Permanent	12/06 – 12/07
• Project Manager / Biz. Analyst	Avecra	Full-time Permanent	09/05 – 09/06
• Deputy Project Director	JBS International	Full-time Permanent	09/03 – 06/04
• Market Research Manager	Facts in Focus	Full-time Permanent	03/02 – 03/03
• Executive Director	Dinner Program for Homeless Women	Full-time Permanent	5/96 – 05/00
• Associate Director	Community for Creative Non-Violence	Full-time Permanent	01/94 – 05/96



Experience

Business Systems Analyst - Health First – Finance IT Systems (Rockledge, FL)

10/17 – Present

- Working directly with business owners (area hospitals and clinics) to analyze, specify and design automated systems as well as implement new systems or modify existing ones;
- Documenting and testing solution applications throughout implementation of the following:
 - Enterprise Call Center answering service software (Intellidesk) covering all four hospitals
 - Endoscopy System Replacement covering all four hospitals and Melbourne GI Center (MGIC)
 - Device Clinic (Paceart) cardiac arrhythmia tracking system across area hospitals and clinics
 - Electronic Associate HR Files converting and integrating hardcopy files to Peoplesoft system(s)
- Facilitating requirements-gathering sessions via JAD sessions and interviews with stakeholders, including end-user clients;
- Acting as communication hub, coordinating IT activities by designing and testing solutions based on user requirements;
- Developing BRDs for projects including eliciting and writing requirements, developing UAT cases and various workflows;
- Working closely with developers to ensure requirements are implemented as described / documented;
- Working closely with C-level staff, managers, medical teams and development teams during implementation activities.

Website Designer / Developer at FYi (VA / DC / MD; Atlanta, GA, Palm Bay, FL)

01/03 – Present

- Designing / developing websites for professionals (clients), including using HTML and CSS for web and mobile interfaces;
- Recent sites include www.ritaetter.com; www.andersoncounseling.com; www.stonehousetherapy.com and www.fromaddictiontorecovery.com;
- Utilizing BA and PM skills including gathering, documenting and executing client requirements on time and on budget as the Product Owner in an Agile SCRUM development environment;
- Provided monthly, quarterly and annual data-analysis reports using Google Analytics for Stone House Therapy (client);
- Mastering software programs, both web-based and out-of-the box (including Dreamweaver; Fireworks; and other Adobe software along with various Content Management Systems and Google Analytics).

Business Analyst / Product Owner at Delta Airlines – Technical Ops (Atlanta, GA)

09/16 – 05/17

- Worked on BAU tasks in the TechOps Engineering IT team by supporting the Technical publications and Maintenance programs business areas (clients);
- Documented and tested solution applications throughout implementation of the following:
 - AMDS-DS and AMDS-CMS
 - EMX (Empower MX) FleetCycle
- Facilitated requirements-gathering sessions and interviews with stakeholders, including end-user clients;
- Managed HP Quality Center workflow queues for both new development and bugs to support Delta’s technical operations;
- Interviewed stakeholders and documenting requirements, bugs and updates to various systems;
- Worked closely with developers to ensure requirements are implemented as described/documented;
- Collaborated with onsite and offsite teams, including offshore team for both system enhancements and fixes;
- Coordinated business deliverables and worked with team members, stakeholders and vendor to meet project and BAU timelines.

Sr. Business Analyst / Product Owner at Delta Airlines – Reservations (Atlanta, GA)

01/16 – 05/16

- Reviewing, analyzing and evaluating existing software for three projects for Reservations IT team:
 - Ramping up to provide support services for Air4, Delta’s partnership with Virgin Atlantic Airlines:
 - Participating in various conference calls with Air4’s business, UX, QA, DEV, PM, and BA teams;
 - Gathering and reviewing existing documentation from the project’s initial phases and creating User Guide for the support leg of the project;
 - Fulfilling interim Change-Management Coordinator role and duties:
 - Participating in weekly DCAB meetings to identify, document and communicate to management and business all upcoming software implementations, enhancements and “fixes” across Delta systems which may impact Reservations IT systems, business and users.
 - Analyzing feasibility of Secure Flight Passenger Data (SFPD) Project:
 - Coordinating and participating in walk-through meetings to determine reservations’ role and requirements with project team, business stakeholders, PM, DEV, UAT and UX teams;
 - Identifying and documenting existing gaps between TSA’s Passenger Name Alignment requirement and Reservations existing software (Axis);
 - Writing business objectives, assumptions and high-level requirements for SFPD for Reservations software;
 - Ensuring that solutions will align with TSA’s mandate including successful integration with Delta’s multiple channels, such as Delta.com, Travelport, Loyalty (Skymiles), Airport Customer Service (ACS), Travelnet, Distribution, etc.

Jr. Project Manager / Sr. BA at Short-Term Contract at Turner (Atlanta, GA)**10/15 – 12/15**

- Managed process with NBA, Turner Design, Turner Content and NCI to upload Classic Games images to NBA.com;
- Mapped process flows and managed NBA League Pass billing process for Single Game purchases using Vindicia Cashbox;
- Deciphered and documented current processes and business requirements of NBA League Pass games, including business, technical, and outside organizations, iStreamPlanet and Akamai;
- Manipulated NBA League Pass Single Game SKUs into reporting format using Excel spreadsheet;
- Managed NBA Single Game Free Trial implementation and takedown.

Sr. Business Analyst / Product Owner at Delta Airlines – HR (Atlanta, GA)**10/14 – 10/15**

- Gathered forms' requirements across all Delta divisions, incl.:
 - Airport Customer Service; Cargo; Corporate; Corporate Safety, Security and Compliance; Finance; Flight Operations; Global Sales and Distribution; Human Resources; In-Flight Service; Information Technology; Marketing; Network Planning; Operations Control Center; Reservations Sales; Supply Chain Management; and Technical Operations;
- Developed, updated and managed forms according to business and form-user requirements;
- Facilitated requirements-gathering sessions and interviews with stakeholders as needed;
- Managed HP Service Manager workflow queues for both forms and incident tickets to support Delta's intranet site;
- Developed annual forms' reports (data-analysis using Excel) for Airport Customer Service (ACS) Director: 2014 and 2015YTD.
- Researched alternatives to Forms Processor Pro (FPP), our online forms' tool and repository.
- Developed and updated new and existing forms across all departments within Delta;
 - Utilized Dreamweaver and FPP to develop these forms and upload to Staging environment;
 - Updated forms' documentation such as FPP User Guides and different "how-to" documents for Form Owners.

Business Analyst / Product Owner / UX Analyst at eVerifile (Atlanta, GA)**07/14 – 8/14**

- Successful projects included writing requirements and developing wireframes for project regarding reduced functionality associated with multiple entries; writing report specifications for Applicant Summary Report and Required Actions Report;
- Gathered requirements and created initial workflows for CAMRAS migration to new Renovo platform;
- Facilitated requirements-gathering sessions and interviews with stakeholders;
- Distilled information gathered from clients and stakeholders into clear, concise requirements;
- Participated in requirements prioritization with client and development team;
- Worked with project stakeholders to define project scope and set goals for project phases;
- Became the SME for selected solutions and developing applications, explained intricacies and caveats, and provided solutions as issues arose;
- Created and managed requirements and traceability matrices for all assigned projects;
- Worked directly with developers to ensure clear understanding of requirements throughout project cycles.

UX Designer at Cbeyond (Atlanta, GA)**08/13 – 02/14**

- Successful projects included creating mock-ups to re-vamp NicTool into UltraDNS; complete revamp of Order Management and Product Simplification (OMPS); and also generating and analyzing the 2013 cbeyondonline.com (CBOL) Report via Google Analytics;
- Collaborated with team members to develop plans for online initiatives and to provide the best consumer experience;
- Developed and documented detailed user experience specifications for highly interactive application interfaces through the use of consumer experience flows, personas and mock-ups;
- Collaborated with cross-functional teams for solutions and vision;
- Gathered user requirements with respect to the user interface or user experience and information architecture in one-on-one and group settings;
- Documented and assisted in the documentation of requirements such as business requirements, user requirements and functional requirements within an Agile SCRUM environment;
- Collaborated with visual design, content and technology teams to brainstorm and develop user interfaces and user experiences that incorporate best practices for usability and user-centered design.

Product Owner / UX Analyst at Xceleration (Atlanta, GA)**02/13 – 08/13**

- Gathered requirements through user interviews, workshops, and questionnaires with internal teams and clients;
- Developed functional requirements/solutions incl. wireframes, mock-ups, cross-functional process maps and user stories;
- Worked with the Client Services team to present requirements' documentation to clients for approval;
- Served as the point of contact for gathering bugs and enhancements submitted within Clarizen, and worked with the Delivery Manager to decipher and schedule these;
- Attended daily SCRUM meetings with the off-site development team to review projects and discuss requirements.

Business Analyst / Product Owner at Amovius (Atlanta, GA)**11/12 – 01/13**

- Worked on a project with Insight Global to capture how different departments and staff members utilize the ComTrak system;
- Wrote User Guides for ComTrak system, incl. creating Visio diagrams and capturing screenshots from meeting interviews;
- Began new project with Insight Global to develop and write functional / technical requirements to update ComTrak system.

Business Analyst / Product Owner / PM at Bid4Assets.com (Silver Spring, MD)**01/11 – 12/11**

- Successful projects included re-designing the company's Home Page; analyzing and developing three major cross-system components for our largest client (Wayne County, MI); and beginning to analyze and design workflow for our entire website and backend control manager (v5);
- Collected and analyzed each project's business requirements, working in an Agile SCRUM development environment, and transferring that knowledge to the development team;
- Worked closely with developers and stakeholders to document and provide data analysis, data mapping, and data conversion for successful conversion and implementation from legacy to new systems;
- Prepared accurate and detailed functional requirements' documents, process models, wireframes, user stories, mock-ups and project-plan documents for each project;
- Worked with the Customer Services and Marketing/Sales teams to enhance user interaction with Salesforce;
- Planned, scheduled, tracked and reported status on projects;
- Provided informed recommendations to the development team during the development phase;
- Determined and resolved issues in services and software throughout the SDLC, including User Acceptance Testing (UAT).

Business Analyst at Euclid Technology (Bethesda, MD)**12/06 – 12/07**

- Analyzed associations' current business processes to match AMS software with those processes or to determine more efficient and effective processes for associations;
- Utilized strong communication skills, including writing skills to document user and data requirements for proprietary database similar to Oracle and backend control manager implementations;
- Managed the SDLC of implementation projects, including identifying strategy and business requirements, defining functional requirements, design, development, running basic SQL queries, UAT and deployment;
- Prepared accurate and detailed functional and technical requirement-specifications documents, user interface guides, wireframes, user stories, mock-ups and project-plan documents for each project;
- Planned, scheduled, tracked and reported status on projects;
- Coordinated and managed all aspects of CRM implementation within .NET framework between clients/users, developers, data conversion team, and support team using business process techniques;
- Worked closely with developers and stakeholders to document and analyze/map data to prepare for data conversion from legacy systems to new systems;
- Managed client expectations, timelines and deliverables for multiple-implementation projects simultaneously.

Project Manager / Business Analyst at Avectra, Inc. (McLean, VA)**09/05 – 09/06**

- Fulfilled project management responsibilities for company that provides software solutions to the association industry's CRMs within .NET framework;
- Utilized strong communication skills, including excellent writing skills to document user and data requirements for proprietary database similar to Oracle and backend control manager implementations;
- Coordinated business processes between clients/users, sales team, and software implementation team including developers, reports team, networking team, and data conversion team to keep minds open and on board;
- Planned, scheduled, tracked and reported status on projects;
- Acted as SME in trouble-shooting/supporting client and CRM system issues as necessary;
- Worked closely with developers and stakeholders to document and analyze/map data to prepare for conversion from legacy systems to new updated systems;
- Worked in a Waterfall development environment and managed client expectations throughout the SDLC;
- Managed timelines and deliverables for up to six software implementation projects simultaneously.

Deputy Project Director at Johnson, Bassin & Shaw (Silver Spring, MD)**09/03 – 06/04**

- Managed daily operations of the Center for Substance Abuse Treatment's (CSAT's) State Systems Technical Assistance Project, a large, \$15.2-million, national technical assistance (TA) contract that plans and delivers a variety of TA activities across 50 States, the District of Columbia and other U.S. territories;
- Recruited, selected, supervised, trained and evaluated project staff and consultants;
- Worked closely with CSAT, consultants and project staff to develop and carry out comprehensive TA work plans;
- Oversaw the development and editing of special reports, TA reports and meeting summaries.

Market Research Manager at Facts in Focus (Waldorf, MD)

03/02 – 03/03

- Re-established good rapport with market research clients and our corporate office;
- Oversaw/Managed all market research activities in the Washington, DC office;
- Managed and supervised staff of twelve;
- Improved intra-office organization by developing and implementing effective policies/procedures;
- Submitted client reports, product/interview shipping, payroll and billing in a timely manner.

Executive Director at Dinner Program for Homeless Women (Washington, DC)

05/96 – 05/00

- Directed and operated daily program consistently under annual budget without cutting staff or services (provided meals and support services to 85 women per day, five days a week);
- Designed and maintained marketing materials incl. the web site, brochures and fact sheets;
- Secured \$930,000 through various fundraising activities, mostly grant-writing;
- Created, implemented, and maintained client intake and referral databases;
- Maintained and expanded individual, church and corporation databases;
- Developed and managed annual organizational and programmatic budgets;
- Generated client & program statistics, and submitted monthly reports to the Board of Directors and funding agencies as required;
- Created and maintained personnel files and personnel policy manual.

Associate Director at Community for Creative Non-Violence (Washington, DC)

01/94 – 05/96

- Developed, implemented and maintained computerized case management program for 1,250-capacity shelter;
- Secured \$1.45 million through HUD Initiatives and foundation grants to fund various CCNV programs and \$1.45 million to fund other on-site organizations’ programs;
- Calculated client statistics and generated multi-program monthly and annual reports to HUD;
- Performed Business Analyst functions between programmers and case mgmt. staff to develop and implement a computerized case mgmt. CRM system integrating all on-site services and to track clients’ progress (On-site programs included Health Care for the Homeless, DC Central Kitchen, Jobs for Homeless People, and Clean & Sober Streets);
- Created and updated policy-oriented manuals and materials, including case mgmt. operational procedures manual, student recruitment brochure, and student handbook.

Education

MBA from American University (Washington, DC)

2003

Dual Concentrations: Global Management IT & Marketing IT

MSW from University of Alabama (Tuscaloosa, AL)

1994

Concentration: Planning & Management

BA from University of Alabama at Birmingham (Birmingham, AL)

1992

Major: Sociology Minor: Criminal Justice

