

JUDE YOOGEN GUNARATNAM

Business Analyst

Kuala Lumpur, Malaysia | +60 17-499-5843 | judeyoogen.gunaratnam@outlook.com | judeyoogen.com

PROFESSIONAL SUMMARY

Business Analyst with experience across requirements engineering, QA, release governance, delivery management, and product growth in enterprise (PETRONAS Digital, CARSOME) and startup (Aexlora) environments. Comfortable owning execution from both sides, structuring ambiguous business needs into requirements and backlogs, and driving delivery through sprint cycles, hypercare, and cross-functional coordination. Has run enterprise delivery and two startup ventures at the same time without either one slipping. Contributed to RM100M+ in tracked enterprise value and RM1.6M in operational efficiencies. Seeking Business Analysis and Product Ownership opportunities within product-led organisations.

SKILLS

Product & Business Analysis

Requirements Elicitation, Product Requirements Documentation, User Stories, Acceptance Criteria, Backlog Shaping, Gap Analysis, BPMN 2.0 Process Mapping, Stakeholder Management, Product Positioning

Delivery & Project Management

Agile, Scrum, Sprint Planning, Release Management, SDLC Management, Change Management, Risk and Issue Management, Cross Functional Coordination, UAT Coordination, Hypercare Governance

Quality & Testing

STLC, Manual Testing, Automated Testing, SIT, Defect Management, Root Cause Analysis

Systems & Data

SQL, Data Validation, Data Reconciliation, Source to Target Mapping, System Integration Analysis, API Testing, Postman

Growth & Product Quality

Growth Experimentation, Campaign Feedback Loops, Product Quality Assurance

Tools & Platforms

Azure DevOps, Jira, Confluence, Postman, Redash, Figma, Microsoft Excel, Notion, Google Workspace

PROFESSIONAL EXPERIENCE

Business Analyst | CARSOME

Mar 2026 – Present

Kuala Lumpur, Malaysia

- Designed a logistics cost recovery model for previously unmonetised vehicle shipping requests, projected to recover 60% of costs upon rollout
- Converted high-level stakeholder requirements into structured functional requirements and delivery backlog.
- Ran a gap analysis on an AI handled customer engagement flow, identified key conversion failure points, and delivered a mitigation proposal now in implementation
- Designed an operational moderation layer for customer testimonials to keep brand representation consistent across the platform
- Worked between the Head of Sales and Planning and product managers to turn business needs into actionable feature proposals

Business Analyst / QA Analyst / Support Lead | PETRONAS Digital Sdn Bhd

via Skill Quotient Sdn Bhd and AMK Technology Solutions

Jul 2023 – Mar 2026

Kuala Lumpur, Malaysia

Business Analysis

- Led end to end requirements engineering for an enterprise procurement platform modernisation serving 16 PETRONAS entities across multiple system environments
- Facilitated 13+ cross functional stakeholder workshops across procurement, finance, logistics, and operations to align requirements with real operational needs
- Delivered workflow automation that cut manual processing by 40% across 300+ enterprise users, contributing to RM1.6M in cost efficiencies
- Acted as the main bridge between business stakeholders and technical teams, cutting production defects by 25% through stronger requirements validation

Quality Assurance

- Led a team of 6 through manual and automated testing, SIT, and UAT to deliver the procurement platform MVP, applying STLC across planning, execution, defect management, and reporting
- Maintained 99.5% post deployment system reliability through structured hypercare governance
- Ran SQL based data validation, reconciliation, and source to target mapping to keep data integrity intact across release cycles

Post Launch Support

- Supported 300+ users post go live, owning ticket resolution, triage, and user guide rollout to drive adoption

Head, of Growth and Product Quality | Aexlora, FinPersona (Startup Venture)

2026 – Present

- Own growth and product quality for FinPersona, a receipt processing and personal finance product, moving it from concept to something practical and trustworthy
- Design and run live growth experiments, shaping product positioning based on results
- Build feedback loops between content, campaigns, and product to keep refining the user journey
- Coordinate across product and marketing to align quality standards with growth goals

FEATURED PROJECT

theAsk | Founder, Product Builder

2025 to Present

Own the concept, product direction, and full execution for a platform that reduces the friction around asking someone out while keeping the meaning behind it intact. Shaped the interaction flow and built the working platform at theask.my

Material Disposal Platform | PETRONAS Digital

2023 to 2026

Government mandated disposal platform for Malaysia's oil and gas sector. Supported end to end requirements and delivery across 16 companies with RM100M+ in material value now tracked and auditable. Full case study at judoyoogen.com

EDUCATION & CERTIFICATIONS

Bachelor of Science (Hons) - Computer Science, Software Engineering

University Technology Malaysia | Part-Time | Expected 2027

Diploma in Digital Technology - Information Technology

Politeknik Metro Tasek Gelugor | GPA: 3.56

Certifications: CPMAI | Lean Six Sigma White Belt