OKSANA MAKAROVA

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Experienced Business Analyst with 10+ years of experience driving complex, cross-functional initiatives across SaaS, Healthcare, E-commerce, and Aerospace environments in North America and Europe. Proven ability to own ambiguity, translate business strategy into executable system design, and deliver revenue-generating, scalable platforms in regulated and high-stakes environments.

Recognized for operating above role scope - partnering with executives, engineering, UX, and vendors to shape product direction, establish delivery frameworks, and accelerate time-to-value. Deep hands-on expertise in Agile product delivery, requirements architecture, process optimization, and change adoption.

Core Strength

- Salesforce Health Cloud and Enterprise Systems
- Product and Platform Business Analysis (End-to-End Ownership)
- Agile / Scrum Delivery in Multi-Team Environments
- Requirements Architecture (Functional and Non-Functional)
- Process Modeling and Optimization (BPMN, ERD, State Models)
- Stakeholder Leadership (Business, Clinical, Technical, Executive)
- Revenue, Cost, and Efficiency Impact Delivery
- Global, Distributed Team Collaboration

Experience

Senior Business Analyst, Yaumy, Canada Jun 2025 - Present

Project: Confidential Productivity SaaS Startup - Led the conception, design, and delivery of a multi-module productivity SaaS platform from zero to functional product, operating at the intersection of product management, business analysis, and delivery leadership.

- Defined product vision, user personas, value propositions, and success metrics in collaboration with founders and technical leadership
- Authored comprehensive product requirements, epics, user stories, acceptance criteria, and system workflows across multiple functional domains
- Coordinated cross-functional execution, establishing Agile delivery rituals and backlog governance
- Led scope prioritization, MVP definition, release planning, and trade-off decisions under tight resource constraints
- Designed core workflows, data models, and integration concepts to support scalability and future monetization

Senior Business Analyst, Pacific Programming & Tech Inc., Canada Mar 2024 - Dec 2024

Project: Internal Marketing Application development, Contract - Delivered internal business and marketing systems, partnering directly with business owners, developers, and external vendors.

- Led requirements discovery sessions with stakeholders to define business needs, constraints, and success criteria
- Translated business objectives into functional specifications, user stories, and process models supporting development and deployment
- Acted as a primary liaison between business and technical teams, resolving ambiguity and aligning priorities
- Supported change management and rollout activities to ensure adoption of new functionality
- Identified dependencies, risks, and process inefficiencies, informing delivery decisions

Business Analyst, Rich Media Systems, E-commerce, Remote Jul 2023 - Dec 2023

Project: Product distribution optimization - Optimized product distribution and internal delivery efficiency within an Agile environment

- Implemented and operationalized Agile / Scrum ceremonies, improving delivery predictability and team throughput (~30%)
- Owned backlog structure and grooming for 20+ sprints, ensuring readiness and clarity
- Designed internal guidelines and knowledge assets, reducing onboarding time by ~60%
- Analyzed existing business processes and identified opportunities for automation and optimization

Business Analyst, Softserve, Healthcare, USA Nov 2021 - May 2023

Delivered enterprise healthcare platforms in regulated environments, including Salesforce Health Cloud implementations. Key initiatives included:

- Salesforce Health Cloud workflow platform for care teams
- Medication management and pharmacy integration systems
- Medical billing and telemedicine solutions

- Contributed to delivery of a scalable healthcare platform generating ~$9M in revenue within 9 months
- Led requirements elicitation and solution design across clinical, operational, and technical stakeholders
- Modeled complex workflows using wireframes, BPMN, and data diagrams
- Acted as a trusted partner to product owners and delivery leads in shaping scope and release strategy

Business Analyst, DEKA, E-commerce, Ukraine Apr 2021 - Nov 2021

- Established standardized business analysis practices across a 20+ person team
- Identified and shaped 30+ new product features through stakeholder collaboration
- Led cross-functional initiatives to optimize backend processes and improve delivery flow

Analyst/ Business and Market Analysis, Yuzhnoye SDO, Aerospace, Ukraine Dec 2014 - Jun 2021

- Conducted market and competitive analysis across aerospace, satellite systems, engines, IoT, M2M, and defense domains
- Supported international stakeholder communication and partnership initiatives
- Collaborated with engineering and leadership teams on long-term strategic initiatives

Education

Master`s and Bachelor`s degree - Rocket engines and energy units Sep 2010 - May 2016
Oles Honchar Dnipro National University, Ukraine

Selected Certifications

NPower, JITA	2025
ASCEND	2024
YWCA ASPIRE	2024
Process Flowcharts & Process Mapping	2023
The Complete Salesforce Certified Business Analyst Course	2023
Functional & Non-Functional Requirements	2022
Express dive into Project Management	2021
SkillsUP, diving into Business Analysis	2019

Tools

- **Business and Delivery:** JIRA, Confluence, Workday
- **Data and Analysis:** SQL, Excel
- **Modeling and Design:** BPMN, ERD, Draw.io, Visio, Figma, Balsamiq, Lucidchart
- **Methodologies:** Agile, Scrum, Waterfall