

Hrishwan P Sajeev

Business Analyst

✉ hrishwanpalaparambilsajeev@gmail.com ☎ 8089581948 📞 9349481948 - Whatsapp

📍 Amrutha(H), Nandikulangara, Mannam P O, North Paravur [🌐 LinkedIn](#)

PROFILE

Business Analyst with ~2 years of agency experience delivering end-to-end digital solutions across web applications, mobile apps, and marketing platforms for clients in healthcare, education, real estate, fintech, travel & tourism, media & entertainment, and professional services.

Experienced in requirements analysis, SRS/BRD documentation, UX wireframing, stakeholder communication, and delivery oversight, with a track record of independently owning projects from discovery through launch across 15+ client engagements.

Leverages AI tools to streamline workflows, draft specifications, and build lightweight automations, improving efficiency and consistency in delivery.

SKILLS

Business Analysis

- Requirements Gathering & Stakeholder Discovery
- Functional & Business Analysis
- SRS, BRD & Functional Documentation
- User Stories & Acceptance Criteria
- Wireframing, UX Flows & Information Architecture
- Sitemap Design & Navigation Planning
- Build Review, QA Validation & Client Sign-off

Tools & Platforms

- Figma, Miro, Lucidchart, Visily
- Slack, Canva, Draw.io
- Microsoft Office Suite, Google Workspace

AI Prototyping

- Claude Design, Figma Make
- v0 by Vercel, bolt.new, Lovable

AI & Productivity

- Claude, Claude Code (automation & workflows)
- ChatGPT, Gemini (research & drafting)
- AI-assisted Documentation & Analysis
- Prompt Engineering for BA workflows

PROFESSIONAL EXPERIENCE

Jun 2024 – Present
Thrissur, India

Business Analyst

Webandcrafts

- Owned BA responsibilities across 15+ client projects, delivering web apps, mobile apps, and marketing platforms across fintech, healthcare, education, travel, media, and professional services.
- Led requirement discovery and scoping, translating business needs into structured deliverables including SRS, BRD, sitemaps, user flows, and functional specifications.
- Designed wireframes, navigation flows, and information architecture (Figma, Miro, Lucidchart), ensuring alignment between UX, business goals, and development execution.
- Conducted build reviews and validation, identifying gaps against specifications and supporting client sign-offs prior to release.
- Built a BA automation toolkit using Claude Code, streamlining SRS drafting, sitemap generation, and workflow standardization.

- Leveraged Claude (AI) for documentation and analysis, and recently adopted Claude Design to support rapid wireframing and UX exploration.
- Developed a mobile app and functional dashboard prototype for a project, enabling visualization of data structures and supporting backend integration planning.

Apr 2024 – May 2024
Ernakulam, India

Production Executive

FlipTree Digital Plex (FD PLEX)

Part-Time

- Supported content production and execution workflows, coordinating between creative and operational teams.
- Assisted in planning, scheduling, and resource management for ongoing production activities.
- Ensured smooth execution of shoots and deliverables, maintaining timelines and quality standards.

Jan 2023 – Apr 2024
Ernakulam, India

Cinematographer

FlipTree Digital

Part-Time

- Handled camera operations and visual composition for digital content and media projects.
- Collaborated with creative teams to translate concepts into high-quality visual outputs.
- Assisted in shoot planning, lighting setup, and post-production coordination.

PROJECTS

LuLu Forex

Website Revamp & Booking Portal Integration

- Led the revamp of the Lulu Forex website, enhancing information architecture, navigation, and overall user experience for improved engagement.
- Integrated an online forex booking portal into the website, enabling a seamless transition from service discovery to transaction initiation.
- Optimized user journeys and conversion pathways by refining CTAs, reducing friction points, and aligning content with user intent across the funnel.
- Designed multi-branch location architecture and scalable page structures, improving discoverability, local relevance, and consistency across regions.

LuLu Forex

Document & Transaction Verification System

- Contributed to an internal forex remittance platform automating KYC verification, document validation, transaction reconciliation, and staff task management for high-volume financial operations.
- Led requirement gathering, stakeholder discussions, and process analysis, translating business needs into structured workflows, use cases, and functional specifications aligned with compliance requirements.
- Defined business rules and validation logic (e.g., transaction classification, serial number patterns) to enable accurate cross-verification of document data with transaction records and standardize verification processes.
- Supported the design of staff workflow and task management modules, including task assignment, tracking, and exception handling, improving operational visibility, coordination, and audit readiness.

Social Cash by Investo

Mobile App

- Contributed to a platform connecting brands and influencers to collaborate on campaigns, enabling users to complete tasks, create content, and earn rewards through structured workflows.
- Gathered and analyzed business requirements to define end-to-end workflows, including campaign participation, content submission, verification, and reward distribution.

- Defined business rules and logic for earnings and credit allocation, incorporating factors such as views, content quality, and other performance metrics to ensure fair and consistent reward distribution.
- Supported Phase 2 enhancements, including content quality evaluation, expected performance metrics, campaign analytics, approval workflows, and loyalty-based reward systems, improving overall usability and operational efficiency.

AI Fardan Exchange

Website Revamp - Ongoing

- Working on the revamp of the AI Fardan Exchange website, focusing on improving content structure, usability, and overall digital experience.
- Defining information architecture and page hierarchies to present services clearly and enhance user understanding.
- Structuring service offerings and location-based content, ensuring consistency and scalability across multiple regions.
- Collaborating with stakeholders to align business objectives, content strategy, and UX design, supporting a more intuitive and user-friendly platform.

EDUCATION

2020 – 2024 Ernakulam, India	Bachelor Of Technology - Electronics & Communications Engineering <i>Federal Institute Of Science And Technology</i>
2018 – 2020 Thrissur, India	Higher Secondary - Computer Science <i>Vijayagiri Public School</i>
2017 – 2018 Ernakulam, India	Secondary <i>Adarsha Vidya Bhavan</i>

ORGANIZATIONS

2022 – 2023 Ernakulam, India	IEEE FISAT SB <i>Electronics And Communications Co-ordinator</i>
	IEEE FISAT SB <i>Volunteer</i>
	<ul style="list-style-type: none"> • PHACK (Humanitarian Project) - Volunteered in this successful project that involved rebuilding the electrical connections, installing basic electrical facilities and painting the homes for Vachumaram tribal colony under Athirapilly Grama Panchayat. • AKRASC (All Kerala Robotics And Automation Society Conclave) - Showcased talent and leadership skills by taking charge in media handling. The event was attended by students across kerala for increasing their knowledge in robotics. • SB KNOCKOUT (Student Branch Knockout) - Showcased talent in creativity and critical thinking by taking part in various roles which played a crucial role for the event.
2022 – 2024 Ernakulam, India	FRAMES FISAT Member of College Media Team