YASSER HARZELLI

Business Analyst

Algeria, Open to Remote & Relocation | +213 563 750 385
yasserharzelli@gmail.com | linkedin.com/in/yasser-harzelli

SUMMARY

Business Analyst with a Master's in Software Engineering and 5 years in software delivery, including 3 years in Agile/Scrum teams. Translates business needs into clear requirements through stakeholder interviews and workshops, producing BRDs, SRS, user stories with acceptance criteria, and BPMN/UML models. Owns and prioritizes the product backlog, bridges stakeholders and engineering teams, and validates solutions through UAT. PMP-certified, with a hands-on developer background in mobile apps. Uses AI tools and automation to speed up documentation and analysis.

SKILLS

- **Requirements & Analysis:** Requirements Elicitation, Interviews & Workshops, BRD, SRS, Functional & Non-functional Requirements, User Stories & Acceptance Criteria, MoSCoW Prioritization, Gap Analysis, Root Cause Analysis, Requirements Traceability, UAT
- **Process & System Modeling:** BPMN, UML, As-Is / To-Be Process Mapping, Use Cases, Data Flow Diagrams, Wireframing & Prototyping, Process Improvement
- **Agile & Delivery:** Agile (Scrum, Kanban, Scrumban), Waterfall & Hybrid, SDLC, Product Backlog, Backlog Refinement, Sprint Planning
- **Business & Stakeholders:** Business Case, Stakeholder Management, Cross-functional Collaboration, Scope & Change Management, Risk Management
- **Tools:** Jira, Confluence, Excel, Visio, Draw.io, Lucidchart, Bizagi, Figma, ClickUp, Trello
- **AI & Automation:** ChatGPT, Claude, Claude Code, ClickUp Brain, MCP Integrations, ClickUp & Jira Automation, Internal Tool Development
- **Technical:** SQL, System Design, Database Design, API Integration, API Documentation, Flutter, Dart, Laravel, React, Firebase, Git

WORK EXPERIENCE

Business Analyst, Talla — Saudi Arabia (Onsite) **Jul 2025 – Sep 2026**

- Analyzed 5 platforms (3 local, 2 international) to shape our value proposition and feature list, and gathered requirements through workshops with founders, clinic owners, doctors, and sales for a clinic marketplace.
- Wrote BRD, SRS, and user stories with acceptance criteria, and modeled core flows in BPMN and UML activity diagrams (CRUD operations, payments, clinic onboarding) for design and development teams.
- Ran backlog refinement and MoSCoW prioritization across 2-week sprints to align features with business goals, and coordinated UAT to validate releases against requirements, delivering 90% of committed sprint scope.
- Defined and tracked launch KPIs: 100+ onboarded clinics, 1,000+ offers, and 1,000+ clients in the first month.

Business Analyst, Reops — Saudi Arabia (Remote, Part-time) **Aug 2025 – Apr 2026**

- Conducted a gap analysis of the existing solution against business needs, compared build-vs-buy alternatives, and built the business case for a custom SaaS LMS, driving the decision to build it and defining its scope and KPIs.
- Analyzed and mapped the video production workflow, then defined requirements for and built Reops Studio, an internal AI-powered platform using Claude Code to manage client projects, generate scripts and shooting sheets, and track teams, cutting production time from 3 months to 1.
- Modeled key user flows (enrollment, course completion, payments, course CRUD) in BPMN and use case diagrams, owned the LMS backlog and roadmap, and ran UAT to validate releases against requirements.
- Documented and standardized the SOP video production line for F&B clients, defining each stage from shooting schedule to editing handoff so teams of videographers and editors worked from one process.

Business Analyst, ShafaQ — Saudi Arabia (Onsite) **May 2024 – Jul 2025**

- Elicited and documented functional and non-functional requirements from startup clients across 3 concurrent projects, from discovery through launch and post-release improvements.
- Mapped clients' as-is and to-be processes, identifying bottlenecks and improvement opportunities through root cause analysis, and translated them into scopes and prioritized backlogs that guided development.
- Defined user flows in UML activity diagrams as the basis for the designer's wireframes and prototypes, and validated them with clients before development.

Business Analyst, Ahmed Bashammakh Group — Saudi Arabia (Onsite) **Aug 2023 – May 2024**

- Promoted from Mobile App Developer to lead ABG's digital transformation, delivering two products in 8 months, Bash Gate (mobile portal) and Bash Group (web portal), serving 10K users.
- Analyzed and mapped ABG's existing processes across 3 departments and gathered requirements from stakeholders to define what the two portals needed to do.
- Owned the product backlog for both portals, writing user stories and prioritizing features based on user feedback, business goals, and technical constraints.

Mobile App Developer, ABG — Saudi Arabia (Remote, Part-time) **Sep 2021 – Aug 2023**

- Developed, published, and maintained 3 Flutter applications end to end, from initial setup to deployment on the App Store and Google Play.
- Integrated REST APIs and Firebase services, and managed releases and version control with Git.

Software Engineer Intern, Naftal — Algeria (Onsite, Master's thesis) **Jan 2023 – Jul 2023**

- Designed a digital operations platform for Naftal, Algeria's national fuel distributor, covering sales and debt recovery workflows, from requirements gathering to system architecture and database design.
- Implemented a platform for sales agents to receive assignments and improve performance, including a personalized recommendation system.

Mobile App Developer, Alpha Computers — Tunisia (Remote, Part-time) **Oct 2022 – May 2023**

- Shipped Kwik, a fast-delivery grocery app built with Flutter, focusing on intuitive UI/UX and reliable performance.
- Collaborated with cross-functional teams (developers, QA, designers, DevOps) to clarify requirements and remove delivery blockers.

Mobile App Developer, Earth of Innovations — Saudi Arabia (Remote, Part-time) **Sep 2021 – Dec 2021**

- Created a Flutter mobile app for a goods transportation platform with two user roles (clients and transporters), company-managed transporter accounts, and a customized interface for each role.

EDUCATION

Master's Degree in Software Engineering **2021 – 2023**
University of Science and Technology Houari Boumediene (USTHB), Algiers

Bachelor's Degree in Computer Science **2017 – 2021**
University of Science and Technology Houari Boumediene (USTHB), Algiers

CERTIFICATIONS

- **Project Management Professional (PMP)** (Project Management Institute)
- **Foundations of Project Management** (Google)
- **Career Essentials in Software Development** (Microsoft and LinkedIn)
- **Software Engineering 101: Plan and Execute Better Software** (Udemy)
- **Clean Architecture in Flutter 3** (Udemy)

AWARDS

- **Top 3**, Social Impact Award, INJAZ El Djazair 2023
- **1st Place**, Google Developer Groups (GDG) Flutter Hackathon 2022
- **Algerian Government Startup Label**, SheShop & SheSell 2022

LANGUAGES

- **Arabic:** Native
- **English:** Fluent
- **French:** Intermediate