

# BERNARD SCHOKMAN

EXPERIENCE ANALYST /  
BUSINESS ANALYST



## In a Nutshell

I collaboratively design and prototype customers experiences and reverse engineer business requirements. I excel at creating an implementation for today with a view to tomorrow.

Building great experiences is not about knowing the answers; it's about understanding the questions.

## My Background

I am a degree accredited, high-energy and enthusiastic experience and business analyst with a background in various modes of development, automated and performance testing. I enjoy the process of workshoping and drawing out and visualising ideas.

My diverse background is my greatest advantage.

## Personal Interests

User Experience Design, Martial Arts, Cycling, Running, Swimming, Gardening

### Bernard Schokman BaSc

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LinkedIn Group: [UX, Psychology & Wire-framing](#)

July 2011 – Current

**Bullseye** – Australian Digital Agency (Senior Consultant).

**Main Responsibilities:**

[Experience Analyst / Business Analyst](#)

This permanent role was undertaken to provide Customer Experience Analysis and Business Analysis support for a program of work - Australian Pacific Touring, Captains Choice, SPC, Lifecard and Colonial.

- **Experience Analyst**

Work-shopping with the client, development lead and test lead to create customer experiences as low-fi (sketchy) and hi-fi wireframes and prototypes for the web and mobile using Axure RP Pro 6. Analysing Web Analytics, Keywords, SEO Results (Market Samurai) and client information to understand customer behavior. Creating Information Architecture using paper, mind-mapping and card sorting techniques.

- **Business Analyst**

Project Management, Sprint planning, Iteration Management, Showcasing, Sprint Retrospectives, managing/reporting Burndown Charts, Requirements Analysis and Manual Testing. An overhead of managing a development team of 8 and test team of 2 in Bali and a Tech Lead in Sydney – mitigated using daily standups over Skype, Google+Hangout and/or Lync.

*Please Note: I am not a project manager by trade.*

**Environment Description**

Online, Agile, AXURE RP Pro 6, MS Windows, MS Office 2010

**Achievements**

- 6 months experience with Online Agile Methodologies
- 6 months experience writing Business Requirement Specifications
- 6 months experience running workshops
- 6 months experience with User Interface Design & Usability using AXURE RP Pro 6
- 1 month experience with Quality Centre 10

September 2010 – May 2011

## Telstra Corporation Ltd – *Australian Telecommunications Limited Company.*

"Bernard implemented an innovative, flexible and inclusive approach to online development during his time at Telstra Business, working on the new online shop. This approach enabled IT and marketing teams to speak a common language by guiding the requirements gathering process through the creation of visual designs. Being able to align the end-state vision with the functional requirements for development ensured stakeholder expectations and feedback on the final delivery could be managed much more effectively than it had been within previous projects.

**Michelle Bourke, Online Sales & Adoption Manager**

Bernard's prototyping skills allowed our group to take a multi-million dollar programme from the idea phase into development faster than our traditional waterfall process. Bringing together a working prototype as part of the requirements process allowed us to; clarify business requirements, identify integration gaps and highlighted differences in customer experience. Team members, vendors and business stakeholders all had an increased understanding of what the overall programme was trying to achieve.

**Maurice Barbaro, Business Analyst Manager**

### **Main Responsibilities:**

#### **Experience Analyst / Business Analyst**

This contracting role was undertaken to provide Business Analysis and User Interface Architecture Support for a 4-project program of work – Click to Call, Customer Dashboard, Self-Service and Improved Registration all encased by an online shop.

- **Customer Experience Analyst (Telstra Business Portal)**

Responsible for creating the User Interface Architecture for the entire FY10/11/12 Telstra Business Online program of work. The objective, to reduce the time to market for Telstra's online capability. The architecture was initially created from 80% business requirements using AXURE RP Pro 6 and demonstrated periodically in line with the delivery of the business requirements. This confirmed with BA's their level of requirements, gave stakeholders a firm idea of what was to be delivered and allowed all types of stakeholders to make useful contributions.

- **Business Analyst**

Involved in collaboratively eliciting the high level requirements for the entire FY10/11/12 Telstra Business Online program of work. Solely responsible for Solution Advisor 2 and taking the Dashboard and Mobile Self Service project after handover.

### **Environment Description**

Online, Agile, AXURE RP Pro 6, MS Windows, Word & Excel, Quality Centre 10

### **Achievements**

- 6 months experience with Online Agile Methodologies
- 6 months experience writing Business Requirement Specifications
- 6 months experience running workshops
- 6 months experience with User Interface Design & Usability using AXURE RP Pro 6
- 1 month experience with Quality Centre 10

March 2007 – August 2010

**CoINVEST Ltd** – *Administers the Long Service Leave Fund for Victorian Construction workers.*

"CoINVEST launched a complete rewrite of its core computer system in 2010. This was the product of several years of planning, design and development. In addition to writing many of the user cases for the system, Bernard played the key role in the design and layout of the user interfaces. He came up with the concepts and standards used on all the UI's. He personally created most of the UI's himself, and oversaw and reviewed all the UI's to ensure that they conformed with these standards. The result has been an efficient, user friendly design with an accent on usability. It makes using the system an enjoyable experience."

**Ben Boyd, CoINVEST Executive Officer - Business Analysis**

### **Main Responsibilities:**

#### **Business Analyst / Experience Analyst**

This contracting role was to provide Business Analyst support in the rewrite of the core administration system. Three Business Analysts were required to investigate and improve current processes, analyse stakeholder requests, run workshops, document use cases and achieve signoff. I was additionally responsible in producing all User Interfaces. On completion of requirements I assisted in the Quality Assurance Team while managing change requests.

- **Customer Experience Analyst (CoINVEST Admin, Employer and Worker Portals)**  
Responsible for User Interface Design, Creation of User Interface & Usability Standards, Planning & Facilitation of User Interface Stakeholder Demonstrations & Reviews, Change Management & User Interface Sign Off.
- **Business Analyst**  
Responsible for Eliciting Business Requirements, Writing & Reviewing Use Cases, Updating Process Flows, Identifying 'As Is' and 'To Be' gaps, Stakeholder Workshop Planning & Facilitation, Risk & Issue Management, Change Management & Requirements Sign Off.
- **Quality Assurance**  
Responsible for writing & executing Test Cases (Manual Testing), Defect Management, Change Request Management & Consultant for Test Team in regards to the implementation and use of Rational Functional Tester.

### **Environment Description**

Online, Rational Unified Process, Agile, JSF, Use Cases, Oracle Database, Rational Requisite Pro, Software Modeler, ClearQuest, ClearCase, IBM FileNet P8, AXURE RP Pro, Cardiff Teleform, Microsoft Windows, Word & Excel.

### **Achievements**

- 3.5 years experience with Online RUP and hybrid Agile Methodologies
- 3.5 years experience with the Unified Modeling Language (UML)
- 3.5 years experience writing Business Requirement Specifications – Use Cases
- 3.5 years experience running Workshops
- 3.5 years experience with Rational Tools
- 3.5 years experience with User Interface Design & Usability using AXURE RP Pro 5
- 0.5 years experience with the Rational Test Tool Suite

Jul 2005 – March 2007

**SEEK Limited** – *Australia's Number 1 Job Website.*

**Main Responsibilities:**

**Business Analyst, Technical Analyst & Test Automation Engineer**

This permanent role at SEEK was created to study the method of regression testing and build business requirements for the automation project. This involved analysing the entire Seek Web site and determining the critical paths in order to reduce the time taken to regression test the site following all scheduled deployments. The SEEK website consists of four channels (Australia, New Zealand, Nine MSN, XtraMSN) across three search zones (Main, Executive, IT) and four different browsers (IE, FireFox, Mozilla and Netscape). This was successfully implemented using Rational Functional Tester.

- **Business Analyst**

Responsible for eliciting Business Requirements for SEEK Channels & Search Zones, Modeling Process Flows, Stakeholder Workshop Planning & Facilitation, Risk & Issue Management, Change Management & Requirements Sign Off.

- **Rational Test Automation Engineer**

Responsible for creating the Automated Test Suite for SEEK Channels & Search Zones, Planning & Facilitation of Test Suit Demonstrations & Reviews, Change Management & Test Suite Sign Off.

- **Quality Assurance**

Responsible for writing & executing Test Cases, Manual Testing & Defect Management.

**Environment Description**

Online, Agile, .NET, Business & Technical Requirements , SQL Server Database, Rational ClearQuest, Functional Tester, ClearCase, Microsoft Windows, Visio, Word & Excel.

**Achievements**

- 1.6 years experience with Online Agile & Scrum Methodology
- 1.6 years experience writing Business & Technical Specifications
- 1.6 years experience with the Unified Modeling Language (UML)
- 1.6 years experience with the Rational Test Tool Suite

June –July 2005

**AVIVA** - A global provider of Insurance, Superannuation, Investment & Financial Advice

**Main Responsibilities:**

**Technical Business Analyst & Performance Test Automation Engineer**

This two month contracting role at AVIVA was created to produce a report outlining how their two web sites were performing when under load. The task required significant analysis and understanding of each of the sites, automated test script creation, result analysis and reporting for management.

- **Technical Business Analyst**

Responsible for analysing the web sites for complexity and usage to determine critical functionality and concluding which operations would be tested on a low, moderate, high and exhaustive level, modeling of Process Flows, Risk & Issue Management & Change Management.

- **Mercury Load Runner Test Engineer**

Responsible for creating the test automation scripts based on the Technical Analysis. Scheduling the scripts for early morning execution and collating the results collected over a week. Production of the report complete with results, conclusions and recommendations.

**Environment Description**

Online, Agile, .NET, Technical Requirements , SQL Server Database, Mercury LoadRunner, Microsoft Windows, Word & Excel.

**Achievements**

- 2 Months experience with Online Agile & Scrum Methodology
- 2 Months experience writing Technical Specifications
- 2 Months experience with Mercury Tools – LoadRunner

Jul 2001 – Jun 2005

**AXA Australia** - A global provider of Insurance, Superannuation, Investment & Financial Advice

### **Main Responsibilities**

[Lead Technical Business Analyst, ASP & J2EE Web Engineer, Test Automation Engineer](#)

This permanent role at AXA was created for a Maintenance Engineer to assist their eCommerce Break-Fix team to maintain all of AXA's Microsoft Web Systems – platforms and code changes. I was promoted to the eCommerce Division as a Web Engineer and was required to learn J2EE and trial the move of several Microsoft ASP web applications over to J2EE in preparation for Project Mercury (large integration project). On successful implementation of these I was promoted to one of two Lead Technical/Business Analysts for Project Mercury. This project involved the whole of AXA and involved a complete rewrite of all of AXA's Microsoft Web Systems to J2EE.

- **Lead Technical Business Analyst – Project Mercury**

Responsible for managing 5 departments for Technical Business Analysts, reviewing Specifications, reporting to management, Stakeholder Workshop Planning & Facilitation, Risk, Issue & Change Management & Requirements Sign Off.

- **Technical Business Analyst**

Responsible for analysing and writing Technical Specifications, SiteMinder Security Specifications, Modeling Process Flows, Workshop Planning & Facilitation, Risk, Issue and Change Management and Requirements Sign Off.

- **Java J2EE Web Engineer**

Responsible for building J2EE compliant web applications, manual testing and creating LoadRunner scripts for performance and load testing.

- **Microsoft ASP Maintenance Web Engineer**

Responsible for platform maintenance and code fix deployments.

### **Environment Description**

Online, Waterfall/Agile, .NET & J2EE(JSP, Weblogic), Technical Requirements, SQL Server & Apache Database, Mercury LoadRunner, Microsoft Windows, Visio, Word & Excel.

### **Main Achievements**

- 4 years experience with Online Agile/Waterfall Methodology
- 3 years experience writing Technical Specifications
- 0.6 months experience with Mercury Test Director
- 0.6 months experience with Mercury Tools – LoadRunner, Test Director
- 1 year experience as J2EE Web Software Engineer
- 1 year experience as a .NET Web Software Engineer

Feb 2000 – Jun 2001

**AIG** – A global provider of Insurance, Superannuation, Investment & Financial Advice

### **Main Responsibilities**

#### **Lead Technical Business Analyst, Lead Microsoft ASP Web Engineer**

This permanent role was created at AIG for a Technical Analyst / Software Engineer to introduce the new ASP Web Technology into the company, analyse the requirements for a new web application and lead and mentor the new team. I was also responsible for upgrading several systems to be GST aware.

- **Lead Technical Business Analyst**

Responsible for writing Technical Specifications, modeling Process Flows, Workshop Planning & Facilitation, Risk, Issue & Change Management and Requirements Sign Off.

- **Lead Microsoft ASP Web Engineer**

Responsible for learning the ASP Technology, mentoring another developer and leading the team, reporting to management, managing platforms and code deployments, writing test plans and test scripts.

### **Environment Description**

Online, Agile, ASP, Technical Requirements, SQL Server Database, Microsoft Windows, Visual Interdev, SiteServer, Visio, Word & Excel.

### **Main Achievements**

- 1.3 years experience with Online Agile Methodology
- 1.3 years experience writing Technical Specifications
- 1.3 years experience as ASP Web Software Engineer

Feb 1995 – Jan 2000

## ASPECT Computing Pty Ltd – IT Services (Now KAZ Group)

### Main Responsibilities

#### Technical Business Analyst, Microsoft Visual Basic Engineer

This graduate role was created at Aspect Computing (now KAZ Group) for a Microsoft Visual Basic Engineer to join a team of 5. Aspect was a fast-paced software house which required its employees to adapt to any role the project called for. In most of my roles I was the Business/Technical Analyst, Software Engineer, Database Administrator and Tester. I owe my love of diversity and base skills largely to this company.

- **Technical Business Analyst**

Responsible for writing Technical Specifications for new Visual Basic applications and updating Technical Specifications for existing applications, modeling Process Flows, Stakeholder Workshop Planning & Facilitation, Risk, Issue & Change Management and Requirements Sign Off.

- **Visual Basic Web Engineer**

Responsible for writing Technical and Business specifications, running Workshops and Demonstrations, building Visual Basic Applications (Stand Alone, Client Server and N-Tier) individually and in large teams, creating and managing Databases, creating and executing Test Plans, Test Cases and Test Scripts and reporting to the Client and to Management.

### Environment Description

Client-Server & N-Tier, Agile, Visual Basic, ASP, Technical Requirements, SQL Server Database, Microsoft Windows, Exchange Server, Visual SourceSafe, Visio, Word & Excel.

### Main Achievements

- 5 years experience with Agile (Rapid Application Development) Methodology
- 5 years experience writing Technical Specifications
- 5 years experience as Visual Basic Software Engineer

## Value Added by Company & Project

This table below represents a subset of the largest projects undertaken.

Company	Projects/Role	Description	Value Added
Telstra Corporation	<b>Dashboard, Improved Registration, Self Service, Browse &amp; Compare, DigiBiz Plan Recommender, Solution Qualifier</b> User Interface Designer / Business Analyst	Assist in the creation of online capabilities for Telstra Business Customers by providing User Designer and Business Analysis support.	Implemented the 'myware   get real' approach to software design (requirements elicitation, user interface design, behavioural matrix, data matrix). To date the business and IT are impressed with simplicity, accuracy and turnaround. First drop implementation due April 2011.
CoINVEST	<b>NOVA</b> Business Analyst/ User Interface Designer	Rewrite of the online Administration System for Staff. External portals for Employers and Workers.	Provided an agreed 50% improvement in turnaround on signoff and a 300% improvement in use case understanding by business.
SEEK Ltd	<b>Automation</b> Business & Technical Business Analyst	Critical Path Analysis throughout SEEK's online portal – total of 4 websites, 12 channels, 3 personas and 5 browsers.	Automated Suite reduced resources required for regression testing from 6 to 1 and delivered notification for success from 1-2hrs to 15 minutes.
AVIVA	<b>AVIVA &amp; Navigator Online Performance</b> Technical Business Analyst	Critical Path Analysis and performance benchmarking of AVIVA & Navigator's online presence.	Max amount of concurrent users was measured to be far beyond AVIVA's expectations.
AXA	<b>Mercury</b> Lead Technical Business Analyst	Infrastructure project rewrite from .NET websites to J2EE on ePlatform.	Project successfully accomplished within scheduled timeframe.
	<b>Argus 3</b> Technical Business Analyst	Analysis of how to monitor all of AXA's websites to provide a 5 minute notification of failure.	Provided a minimum 1000% improvement in notification of a denial of service.
AIG	<b>FLAG</b> Technical Business Analyst/ .ASP Engineer	A ground breaking underwriting quotation system for AIG over the corporate intranet.	Over delivered on expectation by providing solution and user created report writing system.
Aspect	<b>MailStats</b> Technical Business Analyst/ VB Engineer	A ground breaking system monitoring the throughput of mail from the Australia Post mail warehouses.	Delivered on expectation by providing solution on time and to budget.
	<b>Bonds Management</b> Technical Business Analyst/ VB Engineer	Administrating system monitoring tenants and residential premises in South Australia.	Core project was re-designed to accommodate landlords. Provided solution on time and to budget.
	<b>Fisheries Licencing</b> Graduate Engineer	Administrating system monitoring tenants and residential premises in South Australia.	New project designed to licence and monitor fish trawling quantities in South Australia. Provided solution on time and to budget.