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| Jonathan Maas |

**Sherman Oaks, CA | (310) 500-5841 | jonmaas1978@gmail.com |** [**www.theprototyper.design**](www.theprototyper.design%20%20)

**BUSINESS ANALYST | POWER BI SPECIALIST | UX/UI BACKGROUND**

I am a Business Analyst who can bridge the gap between technical teams and business stakeholders through exceptional communication and data visualization. I specialize in translating complex business requirements and datasets into actionable insights using Power BI, Excel, and data analysis. I leverage my UX/UI background to advocate for end-users and design intuitive, user-centered solutions. I am PSM-1 certified with proven success facilitating cross-functional collaboration across Healthcare, FinTech, and EdTech industries. I am currently pursuing a Master's in Business Analytics at Arizona State University.

**Core Competencies:** Data Analysis & Visualization | Process Improvement | User Advocacy | Business Process Modeling | Requirements Gathering | Stakeholder Communication | Scrum/Agile

# PROFESSIONAL EXPERIENCE

## Business Analyst and Designer Kaiser Permanente | Pasadena, CA April 2021 – September 2025

* Developed and maintained 30+ interactive Power BI dashboards and reports, serving 700+ business partners across multiple departments, improving data-driven decision-making and operational efficiency
* Led end-to-end report development lifecycle including requirements gathering, data modeling, DAX calculations, and user acceptance testing, ensuring solutions aligned with business objectives
* Collaborated with business stakeholders to translate complex business requirements into technical specifications and analytical solutions, serving as liaison between technical teams and end-users
* Performed data analysis and validation using Excel PivotTables and Power Query, connecting to enterprise data models and ensuring data accuracy across reporting solutions
* Designed user personas and conducted user research to ensure reports met end-user needs, applying UX/UI principles to dashboard design and information architecture
* Established visual design standards and branding guidelines through custom JSON theme files and Adobe Creative Suite (Photoshop, Illustrator), creating consistent user experience across all Power BI reports
* Created and maintained technical documentation and training materials on SharePoint, including infographics and user guides to support user adoption
* Managed monthly stakeholder communications to 700+ business partners via Outlook, providing updates on new features, reports, and data insights

## Business Analyst and Technical Writer Amgen (Agilisium Consulting) | Thousand Oaks, CA September 2020 – January 2021

* Created searchable database of Amgen's enterprise data source systems, documenting system descriptions, data structures, and connection protocols for both structured and unstructured data
* Developed data governance methodologies and tagging taxonomies for Amgen's Data Marketplace, improving data discoverability and compliance
* Collaborated with data engineering and business intelligence teams to standardize metadata and documentation practices

## Warehouse Data Analyst and Technical Writer InVia Robotics | Westlake Village, CA January 2020 – March 2020

* Authored comprehensive user guide enabling external warehouse managers to connect their data systems to InVia's Warehouse Management System (WMS), achieving 90%+ successful implementation rate
* Conducted user testing sessions with warehouse managers to identify pain points and iteratively refined documentation, reducing support tickets and improving user adoption
* Translated complex technical B2B data integration processes into clear, actionable instructions for non-technical stakeholders

## Senior UX Designer and Business Analyst Amgen (Thinkbox Consulting) | Thousand Oaks, CA July 2019 – November 2019

* Created rapid prototypes in Axure that identified critical system requirements gaps, enabling stakeholders to pivot to a more suitable solution and saving Amgen over $1M in development costs and 3+ months of dual-team development time
* Integrated Tableau visualizations into functional prototypes, bridging the gap between Data Visualization Engineers and business stakeholders to validate design concepts before full development
* Served as interim Scrum Master, facilitating daily standups, sprint planning, and retrospectives for cross-functional teams

## UX Designer and User Tester Age of Learning | Glendale, CA June 2015 – February 2019

* Conducted UX design and user testing for Agile product development teams, creating wireframes, prototypes, and conducting usability studies to inform product decisions

## UX Designer, User Tester and Rapid Prototyper City National Bank | Los Angeles, CA February 2015 – June 2015

* Created rapid prototypes in Axure for financial services applications and oversaw user testing to validate design decisions and improve user experience

## UX Designer Spark Networks (ChristianMingle and JDate) | Los Angeles, CA May 2012 – September 2014

* Designed mobile applications and responsive websites for dating platforms, focusing on user engagement and conversion optimization

# EDUCATION

**Master of Science in Business Analytics (In Progress)** Arizona State University, W.P. Carey School of Business | Expected Graduation: Summer 2026

Relevant Coursework: Financial Modeling, Statistical Analysis, Process Improvement, Python Programming, Data Analysis with Generative AI, Gap Analysis, Business Process Modeling

**Key Skills & Projects:**

* Developed financial models in Excel utilizing Solver and SolverTable for optimization, conducting what-if scenario analysis to identify optimal business solutions
* Applied statistical methods including confidence intervals, hypothesis testing, and forecasting techniques for business decision-making
* Leveraged Generative AI (Claude, ChatGPT) to develop Python scripts for sentiment analysis using VaderSentiment library, analyzing product review data and generating insights in Jupyter Notebooks
* Conducted process analysis and statistical process control using Minitab to identify improvement opportunities
* Performed gap analysis to identify discrepancies between current and desired business states

 **Bachelor of Science in Biology | Bachelor of Arts in History** Stanford University | Graduated: June 2000

# TECHNICAL SKILLS

**Business Analysis & Process Improvement:** Requirements Gathering, Gap Analysis, Business Process Modeling, User Stories & Acceptance Criteria, Stakeholder Management, Process Improvement, What-If Scenario Analysis, Root Cause Analysis, Lean Six Sigma (Green Belt - In Progress), Business Requirements Documents (BRDs), Functional Requirements Documents (FRDs), Use Case Development, User Acceptance Testing (UAT), Workflow Analysis, Change Management

**Data Analysis & Business Intelligence:** Power BI (DAX, Power Query, Data Modeling), Tableau, Microsoft Excel (PivotTables, Power Query, Solver, SolverTable, Advanced Formulas, VBA), SQL, PostgreSQL, Minitab (Process Analysis, Statistical Process Control), Statistical Analysis (Confidence Intervals, Hypothesis Testing, Forecasting), Data Visualization, Predictive Analytics, KPI Development, Dashboard Design, Report Automation, Trend Analysis

**Programming & Analysis Tools:** Python (Pandas, Sentiment Analysis, VaderSentiment), Jupyter Notebooks, Financial Modeling & Optimization, Data Mining, ETL Processes

**UX/UI & Design:** User Experience (UX) Design, User Interface (UI) Design, User Testing, Usability Testing, Persona Development, Wireframing, Prototyping, User Research, Information Architecture

**Technical Writing & Documentation:** Technical Documentation, User Guides, Process Documentation, Knowledge Base Development, Standard Operating Procedures (SOPs)

**Tools & Platforms:** Jira, Confluence, SharePoint, Axure RP, Lucidchart, Microsoft Visio, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD), PowerPoint, Microsoft Office Suite

**Methodologies & Frameworks:** Agile/Scrum, Waterfall, Scrum Master (PSM-1 Certified), Sprint Planning, Daily Standups, Retrospectives

**Emerging Technologies:** Generative AI, AI Prompt Engineering, Claude, ChatGPT, Microsoft Copilot, Data Analysis with AI

**Industry Experience:** Healthcare (HealthTech), Financial Services (FinTech), Education Technology (EdTech), B2B Solutions, Warehouse Management Systems

**Core Competencies:** Stakeholder Communication, Cross-Functional Collaboration, Problem Solving, Critical Thinking, Presentation Skills, Team Leadership, Client Relations, Analytical Thinking, Attention to Detail

# CERTIFICATIONS

* Professional Scrum Master I (PSM-I) | Scrum.org
* Lean Six Sigma Green Belt Certification | In Progress