

Bryan Ananda

Jakarta Utara, Indonesia | +6287786541778 | bryananda88@gmail.com | www.linkedin.com/in/bryanananda

Summary

Results-oriented Senior Business Analyst with 4+ years of experience in IT product development and system analysis within the Fintech/Payment Gateway industry. Promoted to Senior BA after consistently delivering high-impact documentation, process design, and cross-functional stakeholder collaboration at E2Pay (a Fiiu/Razer Merchant Services subsidiary). Early adopter of Generative AI tools — actively leveraging LLMs (ChatGPT, Claude) since the GPT-3.5 era to build systematic, prompt-engineered documentation workflows. Experienced in proposing and defining requirements for internal AI-assisted automation initiatives. Pursuing a Master's in Information System Management (GPA: 3.86) with strong interest in AI product development, NLP, and GenAI applications in financial services.

Experience

E2Pay a Subsidiary of Fiiu (formerly Razer Merchant Services) | Jakarta, Indonesia

Senior Business Analyst | March 2026 – Present

- Serve as PIC and primary point of contact for key product initiatives, reporting progress directly to Head-level stakeholders across divisions.
- Assign, coordinate, and review deliverables from BA staff members, ensuring quality and alignment with product goals.
- Facilitate cross-team knowledge-sharing sessions — both internal (product, tech) and external (merchant, partner), covering product features and system processes.
- Pioneered AI-augmented documentation workflows using Generative AI tools (ChatGPT, Claude) to produce consistent, structured BRDs, FRDs, and API specs at scale.
- Proposed and authored requirements for an internal AI-assisted automation initiative (chatbot and intelligent workflow), including use case definition and stakeholder alignment (project in progress).
- Implemented Jira workflow automation for internal approval processes, reducing manual follow-up and improving team task visibility.

Business Analyst / System Analyst | April 2023 – March 2026

- Streamlined Change Management: Spearheaded the development of comprehensive change request documentation, ensuring alignment with business objectives and payment processing requirements.
- Automated QRIS Merchant Onboarding: Authored API technical specification documents to streamline QRIS merchant registration through automation.
- Enhanced Business Process Optimization: Designed flowchart diagrams and visual aids to document and support business processes, for both planning and execution.
- Standardized Documentation & Migration: Elevated the consistency of change request documents and business presentations. Actively participated in refining Pre and Post Migration Documents for smoother transitions.
- Technical Expertise & Knowledge Sharing: Led the revision of technical specification documents across various platforms (offline & Gitbook) and fostered knowledge sharing.
- Data-Driven Innovation: Conducted independent research initiatives to drive productivity improvements and product innovation for the company.
- Digital Transformation Champion: Pioneered the transition from paper-based project approval to a digital format, improving storage, accessibility, and document validity.
- Agile Project Management & Adoption: Successfully architected and implemented a Jira Software and Jira Service Management system, aligning with the product manager's vision and driving widespread adoption across teams.
- Proactive Product Support: Assisted the Product Manager in tracking product continuity and documenting tasks, both ongoing and completed.
- UI/UX Design & Efficiency: Developed mockups to visually represent planned design features, and created a diverse range of reusable digital assets to enhance the mockup creation process.
- Effective Cross-Functional Collaboration: Represented the product team in meetings with diverse teams, contributing to meeting documentation for future product development. Collaborated with teams across the company to support and improve business processes in the payment gateway industry.
- International Project Experience: Gained international experience through collaboration with teams from a parent company in Malaysia, focusing on product development for the Indonesian market to meet stakeholder needs.

Phintraco Consulting | February 2022 - February 2023 Business

Analyst Intern for HRIS Project

- Created several User Guide documents for HRIS system modules.
- Completed several Functional Requirement Documents (FRD) including activity diagrams and business processes for HRIS system.
- Conducted End-to-End Testing such as testing business processes and CRUD testing for HRIS system.
- Created and ran testing processes for User Acceptance Testing (UAT) documents.
- Developed BPA Backlog for HRIS system improvement and BBAU Backlog for system maintenance using Jira Software.
- Collaborated with other team members within the division to complete backlog and BBAU tasks.
- Conducted independent presentations during sprint reviews and planning to present tasks proposed, completed, and resolved for the HRIS system.
- Assisted in designing small changes to buttons and notifications that appear on the HRIS system using Figma software.
- Produced supporting documents using Jira Software (Backlog Document), Microsoft Word (User Guide and FRD Document), and Excel (report output from HRIS system) or Google Spreadsheet (UAT and testing document).

Education

Bina Nusantara University | 2023 – 2025

Master of Management Information Systems, Current GPA: 3.86

- **Navigate the Digital Ecosystem:** Gained a comprehensive understanding of the forces driving the digital business environment, including current trends and global developments. This knowledge empowers me to identify and capitalize on digital opportunities.
- **Embrace Transformation:** Explored frameworks and best practices for digital business transformation, allowing me to analyze how organizations can leverage technology to optimize performance and gain a competitive edge.
- **Data Exploration & Analysis:** Learned techniques to unearth valuable insights from vast datasets, allowing me to identify trends, patterns, and potential opportunities.
- **Data Visualization:** Mastered the art of crafting compelling and clear visualizations that effectively communicate complex data stories to a wide audience.
- **Problem Identification & Hypothesis Development:** Ability to pinpoint critical issues within IS and translate them into testable hypotheses.
- **Research Design & Data Collection:** Mastered the art of crafting research designs and employing robust data collection methods to gather reliable evidence.
- **Data Analysis & Conclusion Drawing:** Skills to analyze data effectively, interpret findings, and draw insightful conclusions to support (or disprove) the initial hypothesis.
- **Strategic Alignment:** Learned how to analyze IS capabilities and identify opportunities to leverage technology for digital transformation and competitive advantage.
- **Planning & Implementation:** Able to select tools and techniques to design an IS strategy that supports business objectives and ensures effective implementation.
- **Enterprise Architecture:** Delved into the fundamentals of Enterprise Architecture (EA) frameworks, providing a comprehensive understanding of how to design and manage the IT infrastructure that fuels business success.

Bina Nusantara University | 2019 - 2023

Bachelor Degree in Information System, GPA: 3.47/4.00

- Completion of studies in a shorter time frame of 3.5 years or 7 semesters.
- Completion of a thesis on the evaluation of the HRIS system.
- Developing critical thinking and problem-solving skills through information systems theory and collaboration towards common goals.
- Studying system technology architecture and the implementation of the system development life cycle in various methods.
- Learning the basics of ERP and delving deeper into entry-level ERP software like SAP.
- Independently studying and obtaining SAP certification for entry-level Procurement and Sales and Distribution modules.
- Self-teaching and staying up-to-date with the latest SAP software development, especially SAP S/4 HANA.

Skills, Activities and Interest

- **AI & Automation Tools:** Claude, GPT, GLM. Prompt Engineering, N8N Workflow and Jira Automation.
- **AI Knowledge Areas:** Gen AI Concepts, LLM capabilities & limitations, AI Project workflow integration.
- **Data Tools:** Microsoft Excel, Google Spreadsheet, SQL Basics, Firebase and Firestore.
- **Data Visualization & Reporting:** Microsoft Word, Microsoft Excel / Google Spreadsheet, Microsoft Power Point, Google Slide, User Acceptance Testing Document, Activity Diagram, Flowchart, Functional Requirement Document, Use Case Diagram, Unified Modeling Language Diagram.
- **ERP Software & HRIS Software:** SAP, SAP S/4 HANA, SAP Fiori, Pegaw.Ai.
- **Collaboration Software:** Jira Software, Jira Service Management, Confluence, Microsoft Teams, Google meets, Zoom, Discord, Gitlab.
- **Design Tools:** Axure RP, Figma, Canva, Claude Design, Google Stitch.
- **Soft Skills:** Working well under pressure, Fast Learner, Time Management, Team Work, Willingness to Learn, Problem Solving, Critical Thinking & Analytical, Good Attitude, Attention to Detail, Work Ethic, Leadership.
- **Industry Experience:** Fintech / Payment Gateway (QRIS, merchant onboarding, payment APIs)
- **Languages:** Native Speaker Bahasa Indonesia, Intermediate English (70% EF SET).
- **Interest:** AI Models Updates Around the World. Listening to International Podcasts, Reading Self-Improvement Books, Playing Video Games, Watching Movies, Playing Chess, Reading News or Articles Related to Technology Development, Business and Artificial Intelligence. Financial Market Outlook and Macro Economics.

Course & Certification

- SAP01 - SAP Overview - 2021
- SCM600 - Business Processes in Sales Order Management - 2022
- SCM500 - Business Processes in Procurement - 2022
- TSCM50_2 - Procurement I Part 2 - 2022
- TSCM60_2 - Order Fulfillment I Part 2 - 2022
- Integrated Business Processes in SAP S/4HANA – 2022
- Business Intelligence and Analytics – 2024
- Digital Business and Transformation – 2024
- Information Systems Strategic Planning – 2024
- Information Systems Research Methodology – 2024

Organization Experience

Activist Keluarga Mahasiswa Buddhis Dhammavaddhana Binus University | January 2020 – January 2021

- Activist Dhamma and Education Chanting Division
 - Assist in managing routine activities in the Dhamma and Education Division.
 - Actively participates in routine activities in the Dhamma and Education Division.

Staff Keluarga Mahasiswa Buddhis Dhammavaddhana Binus University | January 2021 – October 2021

- Staff of Dhamma and Education KMBD BINUS University
 - Being one of the Staff in charge of all routine activities in the Dhamma and Education Division such as Chanting, Education Classes, and Dhamma Classes.
 - Helped provide educational instruction in reading the paritta book and how to be a host to give a good impression at the event.
 - Assist in creating poster designs for event promotion on the organization's official social media such as Line, Facebook and Instagram.