



PORNTHPE TRAKUNSINTHAM

PROFILE

Senior Business Analyst

with over 18 years of experience in the IT and insurance industries, specializing in system analysis, project management, and business process improvement. Demonstrated success in leading end-to-end software development projects, coordinating cross-functional teams, and delivering solutions that align with strategic business goals. Expertise in requirements gathering, system design, testing, and ensuring compliance with industry standards, including ISO 27001. Adept at engaging stakeholders at all levels, with a strong track record of delivering projects on time and within budget.

KEY SKILLS

Business Analyst (BA)

- Requirement Gathering & Analysis
- Stakeholder Communication
- Process Modeling (e.g., BPMN, Flowcharts)
- Documentation Skills (SRS, BRD, UAT, etc.)
- Critical Thinking
- Problem Solving
- Data Analysis (Excel, SQL, BI Tools)
- Basic Technical Knowledge (API, DB, Systems)
- Agile/Scrum Knowledge
- Attention to Detail

Project Manager

- Project Planning & Scheduling
- Budget Management
- Risk Management
- Team Leadership
- Communication & Negotiation
- Scope & Change Management
- Monitoring & Reporting (KPIs, Dashboards)
- Vendor & Stakeholder Management

WORK EXPERIENCE

Senior Business Analyst

Thai Life Insurance Public Company Limited. | Bangkok
Jan, 2023 – Present

Latest Salary: THB 87,000 / month

Company Business Overview:

- Analyzing and understanding business requirements and their impacts (Business Impact).
- Designing and documenting software specifications for related systems and projects.
- Supporting standardized software and system development processes.
- Coordinating with IT/Dev teams to resolve system errors and bugs.
- Conducting module-level testing and documenting test results.
- Logging system defects, reporting testing outcomes, and communicating project risks to relevant teams.
- Updating, modifying, and further developing internal systems to improve performance and compliance.

Key Responsibilities:

- Supervised and planned BAU (Business As Usual) and centralized corporate projects in alignment with company policy.
- Coordinated with the IT department to prioritize monthly project tasks and allocate resources.
- Created project timelines for all ongoing initiatives.
- Managed and proposed annual project budgets.

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- Project Management Tools (e.g., MS Project, Jira, Trello)
 - Adaptability

EDUCATION

Degree :

- Bachelor's of Business Administration (Information System)

Major :

- Information System

University :

- Requirement Gathering & Analysis

LANGUAGE

- Thai (Advanced)
- English (Intermediate)

CERTIFICATIONS

- AWS
- Interactive Dashboards
- Performance Tuning and Optimizing SQL Database

REFERENCES

Ms. Ratana Orn-Arun
P&O Global Technologies (Thailand)
Senior Manager, HR & Admin.

Key Achievements:

- Implemented **e-Receipt (RYP)** system.
- Managed the delivery process of printed policy books via vendors.
- Developed systems for DDA and recurring premium payment methods.
- Integrated customer data flow into the **TLI Application** system.
- Modified internal systems to support **Co-payment** business processes.

Senior Business Analyst & Project Manager

Deves Insurance Public Company Limited. | Bangkok
Feb, 2021 - Jan, 2023

Key Responsibilities:

Part 1: Project Management

- Assessed project feasibility, cost, budget, and revenue forecasts.
- Prepared documentation in compliance with ISO 27001 standards, including: Proposal, SRS, UAT Sign-off, User Manual, Program Delivery, and Project Closure.
- Evaluated both internal teams and external vendors for project roles.
- Conducted meetings with developers and partners to define project scope.
- Created project timelines and tracked issues throughout the project lifecycle.
- Coordinated with Business Unit Owners and Underwriters for UAT processes.
- Performed final readiness checks before Go-Live and monitored post-Go-Live issues.

Part 2: Job Request Handling

- Reviewed and interpreted requirements from business owners.
- Created SRS and UAT Sign-off documents.
- Conducted requirement handover meetings with developers or vendors.
- Developed project timelines and monitored implementation progress through to Go-Live.

Part 3: Annual Budget Planning

- Proposed and managed the annual project budget aligned with assigned business units.
- Created and presented annual project plans.
- Provided monthly project progress updates to Business Unit Owners.

Key Achievements:

Acted as a BA (Business Analyst) for the Financial Business Division. Successfully delivered and went live with over **20 digital insurance projects**, including:

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1. **SCB Easy App** – Integrated Motor and Travel Insurance sales.
 2. **SCB Protect Digital Platform** – Covered Motor Insurance (Type 1 & Non-Type 1), Travel (TA), Accident (PA), COVID-19 Vaccine Insurance, and campaigns with Robinhood & M-150.
 3. **SCB AutoX** – Integrated insurance (Motor & PA) into SCB AutoX lending processes.
 4. **SCG Marine Insurance Platform** – Developed a marine insurance solution for SCG.

Senior System Analyst (Senior SA)

P&O Global Technologies Co., Ltd. | Bangkok

Apr, 2007 - Jan, 2021

Key Responsibilities:

- Conducted system analysis and design based on organizational and user requirements, ensuring alignment with existing system architecture and minimizing impact on core modules.
- Planned project timelines and scope for all involved departments, coordinated and monitored progress to ensure timely delivery of projects.
- Led project teams and assigned responsibilities to ensure clear ownership across all implementation phases.

As System Analyst (BA & SA):

- Managed the development project for the Insurance Bureau System in collaboration with the Office of Insurance Commission (OIC) and the Thai General Insurance Association.
- Prepared project proposals including Scope of Work, System Architecture, Task List, Quotation, Time Plan, and Manual Testing documents.
- Provided on-site consulting to clients for system requirement analysis and implementation planning.
- Designed user-friendly interfaces that align with business needs and ensure accurate data integration with the database.
- Coordinated with cross-functional stakeholders to ensure seamless project execution.

Key Achievements:

- Successfully implemented Core Insurance Systems for Phoenix Insurance and Thai Paiboon Insurance.
- Led the development of a Web Service System for Asia Insurance.
- Delivered a Mobile Application integration project via Web Service.
- Built a broker connectivity system to enable data exchange with partner insurance companies.