

ASAL SADEGH EGHBALI

Business Analyst | Fintech, Digital Platforms & Operations

Vancouver, BC | asalsadegheghbali@gmail.com | (604) 349-9981 | LinkedIn

Co-op Work Permit: Issued | PGWP Eligible upon graduation | Available full-time Sep 2026

SUMMARY

Engineer-trained Business Analyst and SFU Beedie MBA candidate with fintech, marketplace, analytics, and process-improvement experience. Skilled at translating stakeholder needs into requirements, workflows, user stories, acceptance criteria, UAT plans, and launch decisions. Supported a lending MVP with 200+ beta users and \$500K+ in test loan volume, and helped roll out a KPI platform used by 6,000+ employees.

WORK EXPERIENCE

Associate Product Manager | Tehran, Iran

Mar 2025 – Aug 2025

Charisma Financial Group — *Fintech startup incubated by one of Iran's largest financial holdings*

- Gathered and translated borrower, operations, and engineering requirements for a digital collateral-lending MVP; mapped workflows, user stories, acceptance criteria, and launch dependencies.
- Analyzed 15+ borrower interviews, 5+ competitor products, and funnel data to identify verification friction and convert findings into prioritized requirements.
- Supported beta launch for 200+ users and \$500K+ in test loan volume, tracking operational feasibility, customer journey gaps, and collateral-verification edge cases.
- Led QA/UAT across 3 pre-release cycles, reducing critical defects by 30% through clearer test cases, bug triage, and stakeholder signoff.

Technical Project Manager | Tehran, Iran

Apr 2024 – Mar 2025

Snappfood — *Iran's largest food delivery platform (B2C), Snapp Group*

- Documented business rules and process requirements for SFPM, a KPI and bonus-calculation platform serving 6,000+ employees across HR, Finance, Operations, and Engineering.
- Facilitated stakeholder alignment across 8 departments, turning policy, reporting, and workflow needs into implementation-ready requirements and release priorities.
- Delivered 12 cross-functional process and product initiatives over 6 months while maintaining scope, dependencies, owners, and decision logs.
- Scoped Microsoft 365 rollout and change-management needs across 8 departments, reducing cross-team coordination time by 25%.

EDUCATION

SFU Beedie School of Business | Vancouver, Canada

Sep 2025 – Apr 2027

Master of Business Administration | Co-op stream (mandatory work term for graduation)

Teaching Assistant, SFU Beedie School of Business | Vancouver, Canada

May 2026 – Aug 2026

Awards: K. Hill & S. Powell Graduate Scholarship; SFU Beedie Graduate Entrance Scholarship

University of Tehran | Tehran, Iran

Sep 2017 – Sep 2022

Bachelor of Electrical Engineering | Minor in Psychology

PROJECTS

Vancouver Rental Market Platform | SFU Beedie Innovation & Entrepreneurship

2026

- Analyzed tenant survey and interview data for a Vancouver rental-market platform concept; synthesized pain points into requirements, feature priorities, value proposition, Business Model Canvas, and go-to-market assumptions.

CORE SKILLS

Business Analysis: Requirements gathering, stakeholder interviews, process mapping, gap analysis, user stories, acceptance criteria, UAT

BI & Data: Tableau, Power BI, Excel, Google Analytics, Google Search Console, KPIs, reporting, A/B testing, funnel analysis

Delivery: Jira, Confluence, Notion, Agile/Scrum, SDLC, QA, release planning, change management, Microsoft 365

Technical & Coursework: Python, C++, API integration concepts, Make automation, ML fundamentals; Data Analytics, Advanced Data Analytics, AI for Business