

# Brad Kelley

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## Professional Summary

Digital product owner, senior business analyst, Agile practitioner, and digital artist living in Kansas City, Missouri.

My jam is leading product and project teams to successful outcomes. I'm an experienced Agile practitioner focusing on Atlassian apps like Jira and Confluence. I'm equally at home in creative, development, and management teams, deep-diving for requirements and scope, creating project proposals and estimates, developing creative briefs and UI mockups, and liaising with stakeholders.

- Detail-oriented professional with extensive experience as a Product Owner and Senior Business Analyst in regulated industries such as financial services and insurance.
- Equally at home in creative, development, and management teams.
- Skilled in helping financial services companies transform their B2B and B2C businesses with digital tools that increase operational efficiency and empower their customers.
- Practiced in collaborating with stakeholders to drive project success through effective communication and strategic planning.
- Proficient in utilizing modern techniques and methodologies to gather requirements and streamline development processes in cloud-based and on-premises environments.
- Experienced in fostering collaboration, providing leadership, and managing projects from inception to completion.
- Adept at navigating complex challenges and delivering results in fast-paced environments.

## Technical Experience

**Implementation Business Analyst**

**June 2023 – August 2024**

**National Insurance Producer Registry  
(Contracted Through APEX Systems)**

**Kansas City, MO**

- Provided leadership on the MyNIPR team, helped to improve Agile processes, and helped speed delivery times.
- My biggest successes were implementing the MyNIPR B2B customer portal's Continuing Education feature and rolling out MyNIPR services for B2B customers in New York.
- Continued to find new, better ways to create and deliver value to customers and the organization.
- Managed multiple projects and tasks, such as coordinating new product launches and B2B product rollouts to new markets.
- Worked with cross-functional teams, including development, user experience (UX), marketing, and product.
- Collaborated closely with end-users to gather and document project requirements, facilitating effective communication with product owners.
- Generated comprehensive functional and non-functional requirements using modern and traditional techniques, enabling seamless development or modification of AWS cloud-based software solutions.
- Maintained documentation across multiple domains using Confluence, SharePoint, and Gitlab.
- Proficient in diagramming, modeling, prototyping, and backlog management.

- Defined project requirements and user stories in Jira boards, ensuring alignment with stakeholders.
- Established and prioritized product backlogs and sprint plans using Agile methodologies within Jira, and monitored progress through dashboards and reports.
- Engaged with business users to address challenges, and identify opportunities for enhanced solutions.
- Utilized SQL for data querying, analysis, and reports to support informed decision-making.
- Supported Product Managers/Owners in translating product vision into actionable features and stories with clear acceptance criteria.

**Senior Business Analyst / Product Owner**  
**North American Savings Bank**

**October 2017 – May 2023**  
**Kansas City, MO**

- Served as a Scrum Product Owner, demonstrating expertise in project management and product ownership.
- Provided leadership on the NASB.com and NASB Customer Portal teams, helped to improve Agile processes, and helped speed delivery times.
- My biggest successes were rebuilding the NASB.com marketing website and implementing SSO and Loan Status features for the NASB Customer Portal.
- Facilitated collaboration between technical and non-technical stakeholders at NASB, including third-party vendors, ensuring a comprehensive understanding of project requirements and business considerations.
- Worked closely with stakeholders to define project requirements and user stories within Jira boards.
- Developed and prioritized product backlogs and sprint plans using Agile methodologies in Jira, while monitoring project progress through dashboards and reports.
- Managed releases within Jira leveraging a Jenkins pipeline to pull and build from GitHub repositories.
- Supported key stakeholders in translating product vision into actionable features and stories with clear acceptance criteria.
- Developed a comprehensive understanding of B2C customer experience, particularly at a tactical and transactional level.
- Served as a knowledge resource for the development team, providing research and analysis to inform departmental technology roadmaps.
- Worked with cross-functional teams, including development, UX, sales, marketing, banking, lending, marketing, internal audit, contract, compliance, and legal.
- Worked with third parties like MX to develop mobile banking applications, including functional and UX requirements, feature set, and integration details.
- Utilized SQL for data querying, analysis, and reports to support informed decision-making.
- Reviewed and analyzed data from internal and external sources and communicated findings and recommendations to Senior Management.
- Provided leadership and mentorship to team members, enforcing project standards and fostering collaboration.
- Demonstrated versatility in roles including scrum master, project manager, and quality assurance, enhancing marketability.
- Conducted training and mentoring sessions on mainstream IT concepts, technologies, and frameworks.
- Proficient in Source to Target Mapping for system integrations.
- Planned and coordinated AWS cloud hosting for the NASB.com marketing website.
- Led initiatives to integrate third-party APIs with internal systems, enhancing functionality and expanding capabilities to meet business needs.
- Hands-on involvement in mapping data fields between systems to ensure accurate data transfer and alignment with business processes.
- Developed API documentation detailing endpoints, parameters, and payloads for developers and stakeholders. Conducted comprehensive testing to verify API functionality and performance.
- Provided troubleshooting and support for API-related issues, ensuring continuous data flow and operational stability.
- Worked with IT and security teams to ensure API security measures are strong and meet industry standards and regulations.

**Consultant / Interactive Manager**  
**Group 3 Solutions**

**January 2007 – September 2017**  
**Kansas City, MO**

- Led a team of freelance developers and designers producing responsive corporate websites and web applications.
- Responsible for visual design and UI, implementation, and maintenance of corporate and institutional websites, mostly B2B but some B2C.
- Responsible for management of hosting for on-premises and AWS cloud environments.
- Interfaced directly with clients and management.
- Created project proposals and estimates.
- Managed projects using multiple Agile paradigms, including Kanban and Scrum.
- Oversaw creative briefs, commissioning of artwork, and multimedia development.
- Coached and mentored teams on development and methodologies.
- Consultant for technology issues on an as-needed basis.
- Orchestrated work in collaboration with management and clients, ensuring alignment with business goals and priorities.
- Collaborated with stakeholders to articulate project requirements and user stories using Trello.
- Leveraged SQL for efficient data querying, analysis, and report generation, enhancing decision-making processes.
- Held accountable for the quality and performance of user stories in the production environment, ensuring optimal outcomes.

**Freelancer**  
**Group 3 Solutions**

**February 2002 – December 2006**  
**Kansas City, MO**

- A great variety of work for many clients, primarily Group 3 Solutions.
- Web banner ad design and implementation.
- Front-end and back-end website design and implementation (concepts through database design, coding, and delivery).
- B2B and B2C HTML email design and implementation (electronic public relations, newsletters, and promotions).
- B2B and B2C website team management (proposals, requirements, personnel wrangling, and project postmortems).
- B2B/B2C print design (book covers, book interiors, flyers, posters, booths, identity).
- B2B CD-ROM and DVD authoring and cover design.

## Education

Bachelor's Degree from Murray State University, 1994

## Certifications

- Professional Scrum Product Owner I from Scrum.org, 2024  
[https://www.credly.com/badges/5556262a-ca1d-49a0-83eb-53dafc5f389f/public\\_url](https://www.credly.com/badges/5556262a-ca1d-49a0-83eb-53dafc5f389f/public_url)
- AWS Cloud Practitioner Essentials - Second Edition from AWS, 2019
- AWS Security Fundamentals - Second Edition from AWS, 2019

## References

Available upon request.