

SHARON A. CASWELL

SENIOR BUSINESS ANALYST | TECHNICAL BUSINESS ANALYST | SENIOR TECHNICAL WRITER

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PROFESSIONAL SUMMARY

Senior Business Analyst, Technical Business Analyst, and Senior Technical Writer with 15+ years translating complex business needs and technical systems into clear requirements, integration specifications, process models, SOPs, test artifacts, training, and implementation-ready documentation. Experience spans banking, aviation, telecommunications, retail, federal/FAA, cloud security, and product development. Documented 100+ enterprise environments, supported adoption for 300+ global vendors and 2,600+ stores, produced FAA-aligned engineering procedures, and leads requirements and documentation for a \$1.8M Java platform supporting a funded 2026 University of Illinois study. Trusted bridge among business, engineering, architecture, security, QA, operations, vendors, and end users.

CORE COMPETENCIES

Business & Systems Analysis: Requirements elicitation; BRDs/FRDs; functional specifications; user stories; use cases; acceptance criteria; RTM/traceability; gap analysis; current/future-state analysis; process/workflow mapping; data mapping; root cause analysis; stakeholder management

Technical Analysis & Integration: System/data integration; API/interface documentation (REST, Swagger/OpenAPI, JSON); architecture and dependency mapping; process/data flows; AWS/Azure microservices; cloud security; cybersecurity; disaster recovery; operational readiness

Delivery, Testing & Documentation: Agile/Scrum; Kanban; Waterfall; SDLC; Jira; Azure DevOps; UAT; test plans, scripts, data and logs; SOPs; runbooks; system integration documents; user/training guides; knowledge content; release notes; Section 508; governance and version control

Tools & Platforms: Microsoft Word, Excel, PowerPoint, Teams and Visio; SharePoint; Confluence; Jira; ServiceNow; Azure DevOps; Git/GitHub; Swagger/OpenAPI; SQL; Power BI; Adobe Acrobat and FrameMaker; Axure RP; AWS; Azure; ChatGPT; Copilot; Claude; Gemini

PROFESSIONAL EXPERIENCE

Toyota | Plano, TX

12/2025 - 05/2026

Lead Business Analyst / Technical Documentation Lead

- Partnered with financial-system, technology, and business teams to clarify requirements; document operational workflows, scheduled tasks, controls, dependencies, and troubleshooting decisions; and support accurate delivery and knowledge transfer.
- Developed standardized SOPs, runbooks, onboarding guides, responsibility mappings, escalation paths, and reusable templates for a Toyota financial system, improving consistency for recurring work and new-hire onboarding.
- Created a centralized SharePoint repository with clear navigation, naming conventions, ownership, and version control; wrote Jira stories, maintained sprint documentation, led SME reviews, and resolved missing or conflicting details.

Signet | Akron, OH

06/2025 - 10/2025

Business Analyst / Technical Documentation Specialist

- Elicited requirements and partnered with business, merchandising, product, UX, implementation, employee, and vendor stakeholders to document user workflows, functional expectations, validation criteria, adoption needs, and rollout dependencies for a retail software pilot.
- Supported platform adoption for 300+ global vendors and 2,600+ stores through training, communications, and practical support materials.
- Produced quick-reference guides, PowerPoint training, step-by-step procedures, text-to-speech content, FAQs, module quizzes, surveys, and video-supported instruction aligned with accessibility and brand standards.

Verizon | Richardson, TX

02/2024 - 06/2025

Senior Business Analyst / Engineering Documentation Lead

- Interpreted FAA requirements, engineering behavior, source data, interfaces, and dependencies; converted them into compliant, publication-ready procedures, test scenarios, live-demonstration steps, execution guides, and test logs.
- Facilitated technical working sessions and dry runs with FAA representatives and Verizon engineers to validate accuracy, expose gaps, capture corrections, and coordinate revisions through approval.
- Maintained requirements traceability, controlled documentation, and Section 508 accessibility; held a DoD Public Trust Clearance during the assignment.

Senior Business Systems Analyst / Technical Writer Lead

- Led discovery and produced 100+ System Integration Documents for development and production environments, documenting ownership, architecture, resource dependencies, network flows, security controls, data movement, recovery needs, and integration requirements.
- Developed internal and external API/interface documentation, current- and future-state models, process and data-flow diagrams, user stories, acceptance criteria, SOPs, runbooks, implementation procedures, and UAT materials.
- Coordinated reviews across business, engineering, architecture, cybersecurity, risk, compliance, QA, operations, vendors, and data teams; reconciled documentation gaps and managed corrective revisions and approvals.
- Maintained Jira/Kanban and version-controlled documentation workflows in a Java DevOps environment, supporting audit preparation, governance, release readiness, operational transition, and lifecycle maintenance.

CONCURRENT PRODUCT LEADERSHIP

PonyUp Technologies, Inc. | Dallas, TX

06/2011 - Present

Chief Product Officer / Product Business Analyst Lead

- Lead product discovery, requirements, roadmap documentation, feature priorities, stakeholder deliverables, and technical communications for VetCheq, a \$1.8M Java-based wireless equine monitoring platform.
- Translate clinical, research, device, software, data, and vendor inputs into system requirements, prototypes, workflows, diagrams, interfaces, validation criteria, test support, and user/development documentation while coordinating six developers and cross-functional stakeholders.
- Supported advancement of the VetCheq prototype into a funded 2026 study at the University of Illinois College of Veterinary Medicine.

EARLIER BUSINESS ANALYSIS & DOCUMENTATION EXPERIENCE

Southwest Airlines | Dallas, TX

05/2019 - 03/2020

Senior Business Systems Analyst

- Coordinated internal and external stakeholders to define requirements for a Southwest-owned cargo-handling system intended to replace a third-party platform; documented cargo/logistics workflows, interfaces, dependencies, and operational transition needs.
- Documented AWS/Azure cloud microservices; created test data and functional/acceptance-test materials; maintained Confluence content; and produced release notes supporting delivery and readiness.

7-Eleven Headquarters | Irving, TX

10/2018 - 05/2019

Business Analyst / Technical Writer

- Analyzed requirements and customer workflows for the Customer Rewards at the Pump platform; produced technical diagrams, development documentation, templates, user guidance, implementation content, marketing collateral, and how-to videos.

AT&T | Plano, TX

09/2013 - 04/2015

Senior Technical Content Writer / UX Designer

- Redesigned wireframes, workflows, and web content in an Agile environment; produced customer-facing technical and marketing content; and introduced localization and accessibility guidance to improve clarity, consistency, usability, and reach.

Cisco Systems | Richardson, TX

01/2012 - 01/2013

Business Analyst / Senior Technical Writer

- Captured requirements, validated functionality, and created test scripts, functional-test procedures, user documentation, and operational guidance for a Java-based Cisco wireless network-monitoring system.

Federal Reserve Bank of Dallas | Dallas, TX

01/2011 - 01/2012

Business Analyst / Technical Writer

- Analyzed banking and vendor processes; developed system-flow maps clarifying interactions, dependencies, responsibilities, and handoffs; and wrote operational guidelines supporting consistency, compliance, and knowledge transfer.

EDUCATION, CREDENTIALS & PROFESSIONAL DEVELOPMENT**Education:** Bachelor of Arts, English/Sociology, University of Vermont; GPA 3.5**Clearance:** DoD Public Trust Clearance - Verizon/FAA assignment**2026 Professional Development:** Business Analysis Fundamentals (Udemy); AI 101 (Tech Mahindra); AI Essentials for Project Managers, Master of Claude, and Master of Gemini (Coursiv)