Arjun Bassi

Product Owner · B2B SaaS · Product Development · UX & Product Delivery
Warwickshire, UK · contact@arjunbassi.com · linkedin.com/in/arjun-bassi · arjunbassi.com

PROFILE

Product Owner with over five years' experience in B2B SaaS, covering product discovery, backlog ownership, roadmap input, UX and end-to-end delivery. Currently sole Product Owner on a three-year programme moving our largest public-sector customer's bespoke platform into the core SaaS product, now committed to by customers in the UK and Canada. Comfortable defining MVPs, making trade-offs under deadline pressure, bringing technical and business stakeholders up to CTO level behind a decision, and shaping how my team builds software with AI: I wrote the AI-assisted development process now used across our Product Owner team.

CORE SKILLS

Product: Product Discovery & MVP Definition | Backlog Management & Prioritisation | Roadmap Planning | Requirements Definition | User stories & acceptance criteria | Functional Specifications | Stakeholder Management | Competitor Research

Delivery: Agile / Scrum | Sprint Planning & Refinement | Estimation & Capacity Planning | Risk, Dependency & Scope Management | Release Planning | Platform Migration & Legacy Modernisation

UX: Figma | Figma Make | Wireframing & Prototyping | User Journeys & Site Maps | User Testing & Feedback | WCAG Accessibility Reviews

Tools & AI: Jira | Confluence | Claude (incl. Atlassian MCP) | Microsoft Copilot | Microsoft Teams | Excel | Google Sheets

EXPERIENCE

Product Owner | Webropol Ltd | May 2022 – Present

Healthcare platform migration and productisation

- Sole Product Owner for a ~3-year programme migrating our largest public-sector customer's legacy platform into the core SaaS product, replacing bespoke functionality with configurable features now committed to by customers in the UK and Canada.
- Own the backlog and shape the roadmap for my product areas, setting priorities for up to four developers and 1–2 QA testers across releases every 1–2 months.
- Run two delivery streams in parallel for three developers and two QA engineers across the UK, Finland and India, delivering 14 of 14 targeted tickets by the release date across two consecutive releases.
- Ran discovery and planning: project plans, site maps, Figma specifications, estimates, milestone and Gantt plans, with separate trackers for MVP, customer-specific and nice-to-have scope.
- Defined and delivered the MVP, specifying hierarchical organisation structures, hierarchy-based distribution, role-based reporting and manager dashboards, and migrated around 90% of the customer’s relevant workflows to the new platform by a key milestone.
- Protected an annual customer deadline when a full reporting fix needed six more months: proposed a phased approach, documented the risks and agreed it with the UK MD, CPO and CTO.
- Turned an overseas customer’s brought-forward deadline into 31 development-ready tickets in two days, setting the product rules and privacy safeguards up front; the first nine were built in about four working days.
- Moved manual admin into self-service features (team admin, archive/undo, moving teams, audit logging), expected to save half to almost a full sprint of developer time during busy periods.
- Led QA and end-user testing, managed dependencies across teams, and trained colleagues on legacy systems.

Reporting and cross-survey comparison

- Own development of a new cross-survey comparison capability, writing the investigation and Phase 1 specs with Figma Make prototypes alongside international POs and Swedish research colleagues. Phase 1, combining 2 to 15 surveys in one report, shipped in the October 2026 release after I held it back a release for testing, with QA clearing 17 bugs (12 fixed, 5 rejected) before launch. I wrote the customer release notes.
- Moved manual question matching out of the report creation wizard after iteration with other Product Owners, so users reach their report first and refine matching afterwards.
- Unblocked the largest UK customer’s combined-report testing within 14 days of raising the fix, ahead of their production testing date.

- Challenged a developer's AI-assisted plan for year-on-year comparison and set a single approach, cutting the planned timeline for the main customer's comparison tables from around 12–13 weeks to 5–6.
- Contributed to early planning for AI text analysis on combined reports, driven by tender requirements, creating wireframes and iterating the design, and own the tickets where it crosses into my product areas.
- Set the rule that AI-generated content in our reports is always labelled, including exports, in line with EU AI Act transparency.
- Planned usability testing for the next phase: an 8-task script with a severity scale, and scenario-based prototypes covering multilingual, yearly and monthly surveys.
- Led improvements to a core SaaS reporting module, translating customer feedback and tender requirements into new functionality and UX enhancements delivered across the wider customer base.

AI-assisted product work

- Wrote my team's 10-page AI-assisted development process, signed off by the CPO and CTO and now used across the Product Owner team: specs shaped with developers and QA before the sprint, demo reviews before code review, QA from the spec stage and risk levels for each ticket. I share my AI practice in a weekly update to the Product Owner group.
- Led a decision to add a Spike ticket type with its own PO review workflow, and use each spike to estimate development tickets; I'm now building a comparison of AI-assisted estimates against actual development time.
- Connected Claude to Jira and Confluence with approval before every write; after moving spec writing there, my ticket output went from about two a week to about seventeen, with each spike carrying a brief for developers' own AI tools.
- Use Claude to break large documentation down into estimated tasks and sprint dates, run a live sprint tracker whose capacity forecasts caught a double count and 13 mis-assigned tickets, and turn session transcripts into product questions; large specifications now take about an hour rather than 1–2 days.
- Iterate prototypes in Figma Make against our design system, and produced a five-chapter training film for customer team managers with animations and voiceover, which also surfaced four product bugs.

Junior Product Owner | Webropol Ltd | March 2021 – May 2022

- Independently managed smaller SaaS feature developments from requirements through to release, designing solutions and delivering UX improvements that simplified complex reporting workflows.
- Supported the CPO on improvements to the core reporting product, developing hands-on experience in requirements definition, backlog management and Figma prototyping.
- Wrote User stories & acceptance criteria and took part in backlog refinement, sprint planning and testing, building a working knowledge of reporting architecture, legacy components and APIs.
- Conducted competitor research and accessibility reviews against WCAG guidelines to inform product requirements and usability improvements.

Support Services Assistant | Webropol Ltd | August 2016 – March 2021

- Investigated customer-reported software issues, collaborating directly with developers to resolve problems and inform product improvements.
- Developed a comprehensive 200-page software testing and training guide, creating a reusable resource for staff onboarding, ongoing training and customer reference.
- Tested releases and documented defects, wrote customer documentation and user manuals, and ran survey projects including GDPR-related work for a public-sector customer.

Assistant Consultant (Year in Industry) | Turner & Townsend | August 2015 – August 2016

- Took ownership of PACS, a third-party platform for health and safety audit results, following a two-week handover, supporting auditors on the decommissioning of surplus cell towers after the T-Mobile and Orange merger into EE.
- Investigated and resolved software issues independently where possible, coordinating escalations with the external software provider and delivering training to support effective use of the platform.
- Supported project coordination, stakeholder communication, fire safety audits and reporting within the Safety, Health, Quality & Environment team.

EDUCATION & QUALIFICATIONS

University of Kent – BEng Electronic & Communications Engineering, 2:1, 2020

Certified Scrum Master – 2022

PRINCE2 Agile Foundation – 2021