

Babatunde Oluwabusayo Bello

Technical Product Manager · Product Analyst · AI Product

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First-Class Computer Science graduate (81.42%) building products across SaaS, research operations, education technology, sustainability and live-client software delivery. Discovers operational problems, defines requirements and user journeys, prioritises MVPs, translates business needs into technical workflows, coordinates stakeholders and iterates with users. Combines technical fluency in software, data, AI/ML and cloud with entrepreneurship, leadership and commercial problem-solving. Uses AI-assisted development transparently to accelerate implementation while retaining ownership of discovery, requirements, decisions, testing and iteration.

CAREER HIGHLIGHTS

30+ peer users ExamMaster learning PWA adopted across the cohort	597 businesses Offline-first Field Tracker for Smart Food Cities fieldwork	500+ students Elected Faculty Rep; 20 initiatives; Highly Commended Rep of the Year
87% final project Rescuify: 27/30 thermal breaches recovered	98.0% diversion Simulated vs 80.0% static-routing baseline	Record B2B pilot Afadapa repositioning led remotely from the UK

Recognition: BCS Graduate Membership Prize · #ThinkBigARU Best Presentation · Engineers and Scientists in Business Fellowship (ESBF) second prize · Connected Cambridge pitch at Barclays Eagle Labs.

EDUCATION

2023 — 2026	BSc (Hons) Computer Science — First Class Honours Anglia Ruskin University, Cambridge - Overall mark 81.42% · 360 UK credits · Award date 10 June 2026 · Final project 87%. - Relevant study: Human Computer Interaction, Software Engineering, Database Design & Implementation, Cloud Computing, Distributed Programming, Artificial Intelligence, Computing Research Methodologies, Digital Security, Algorithms & Data Structures, Image Processing. - Dissertation: Decentralized Food Surplus Redistribution Platform using Blockchain and Reinforcement Learning. - Recipient of the British Computer Society Graduate Membership Prize.
2016 — 2018	National Diploma, Computer Engineering — Upper Credit Federal Polytechnic, Ile-Oluji, Nigeria Recognised as Overall Best Graduating Student in Character (2019).

PRODUCT, COMMERCIAL & TECHNICAL SKILLS

Product	Problem discovery, user and stakeholder needs, requirements, user stories, acceptance thinking, workflow mapping, MVP definition, prioritisation, roadmaps, UX flows, wireframes, high-fidelity prototypes, UAT, product metrics and iteration.
Commercial	SaaS models, multi-tenant and multi-outlet thinking, pricing and subscription concepts, loyalty and discount mechanics, B2B outreach, product differentiation, Blue Ocean strategy, pitch development and go-to-market thinking.
Delivery	Agile/Kanban exposure, sprint planning, Git and GitHub workflows, Jira, testing, UAT, CI/CD concepts, stakeholder communication, team leadership and documentation.
Technical	AI-assisted development (Lovable), React and PWA concepts, Python, Java, C, C#, SQL/SQL Server, FastAPI, Supabase, Firestore, REST APIs, data modelling, AI/ML, reinforcement learning, cloud and cybersecurity concepts.
Analytics	Relational database design, SQL analysis, dashboards and data-driven decision support; Qlik Sense Business Analyst training in progress.

RESEARCH & RELEVANT WORK EXPERIENCE

May 2025 —
2026

Research Assistant — Smart Food Cities

Anglia Ruskin University, Cambridge

- Completed summer research experience and later part-time research assistance, conducting literature reviews, food-system analysis, survey preparation, participant communication, field outreach and response analysis.
- Acted as a point of contact for participants, sourced business contact information, supported survey distribution and analysed responses to contribute evidence to project findings.
- Identified a field-operations tracking gap and converted it into an offline-first PWA used to plan delivery activity, record status and feedback, track follow-ups and monitor completion.

2025

Product Software Development — Industry Exposure

Wellcome Sanger Institute, Cambridge

Four-day programme · Product Software Development team

- Worked with the Product Software Development team in a world-leading genomics research environment.
- Shadowed senior software engineers, joined daily stand-ups and gained practical exposure to Agile/Kanban delivery, GitHub workflows, sprint planning, UAT, testing, CI/CD and deployment automation.
- Observed how product requirements, scientific users, engineering constraints and software lifecycle practices connect in production delivery.

Oct 2023 —
2026

Student Ambassador

Anglia Ruskin University, Cambridge

- Represented the university at open days, outreach activities and campus events, supporting prospective and new students through peer guidance and storytelling.
- Collaborated with staff and other ambassadors on recruitment, student-experience communication and event delivery.

FLAGSHIP PRODUCT PORTFOLIO

2026 —
present

X-Vendor — Multi-Tenant, Multi-Outlet POS & Ledger SaaS

xvendor.com

- Started with discovery around a real business problem: a street-food operator needed to record orders, reconcile cash and local-POS payments and manage ledgers with unreliable electricity and no receipt printer.
- Mapped founder and staff workflows and defined a tablet-first MVP using an AI-assisted product-development workflow; introduced digital QR receipts, sales and ledger tracking, owner dashboards, discounts and customer loyalty.
- Added AI-assisted performance insights so the owner could ask questions about business performance and receive decision-support suggestions.
- Evolved the architecture and product model to support multiple tenants, staff, outlets and free/subscription tiers after interest from other business owners.
- **Product-management evidence:** contextual discovery, constraints, MVP definition, prioritisation, business-model evolution, platform thinking and commercialisation.

2025 — 2026

Cambridge Field Tracker — Offline-First Research Operations PWA

cambridge-field-log.lovable.app

- Designed after identifying a coordination problem during Smart Food Cities fieldwork: the team needed to know which businesses had been visited, delivered to, refused, required a return or needed follow-up.
- Designed the workflow around a dataset of 597 food businesses with search by business, street or postcode, status filters, directions, progress reporting and offline capability.
- Prioritised rapid status updates and operational visibility so field activity could be planned without paper notes or continuous connectivity.
- **Product-management evidence:** internal-tool discovery, frontline workflow design, offline-first trade-offs, operational UX and rapid problem-to-product delivery.

2025 — 2026 Rescuify — Decentralised Food Surplus Redistribution Platform

rescuify.com

- Final-year project addressing food waste, food insecurity, cold-chain safety, donor liability, traceability and inefficient last-mile routing across multiple stakeholders.
- Designed role-based experiences for donors, drivers, recipients and administrators and integrated a React presentation layer, FastAPI orchestration, PPO reinforcement learning, simulated IoT telemetry and a SHA-256 cryptographic audit layer.
- Built a Cambridge digital-twin simulation using OSMnx and defined measurable success criteria around waste diversion, breach recovery and trust/audit events.
- Results: recovered 27 of 30 thermal breaches; 98.0% simulated waste-diversion rate versus an 80.0% static-routing baseline; cryptographic hashes for 150 simulated transactions. Awarded 87%.
- **Product-management evidence:** stakeholder mapping, platform gap analysis, technical trade-offs, experimentation, risk and safety thinking, success metrics and future roadmap.

2026 ExamMaster — Peer-Validated Learning PWA

learn-distro-spark.lovable.app

- Created a learning hub after final-year materials proved fragmented across modules and students needed a more structured revision workflow.
- Consolidated module content into a single interface with practice questions, progress tracking and exam-preparation flows.
- Validated the MVP with 30+ Computer Science classmates who used it heavily and gave strong qualitative feedback.
- Used the experience as the foundation for an AI-assisted Product Management learning hub curating lectures, videos and interview preparation.
- **Product-management evidence:** problem identification, rapid MVP creation, peer adoption, qualitative feedback and product-line evolution.

**In
development****Career Compass — AI-Powered Career Planning Platform**

- Conceived a career-discovery product using the Tri-Core Alignment Model: Passion, Proficiency and Purpose.
- Defined how pairwise overlaps and the combined alignment zone translate into career hypotheses, skills, certifications, project ideas and alternative scenarios.
- Planned a modular architecture using React and Firestore with a shareable profile, AI prompt engine, roadmap documentation and GitHub Wiki for collaboration.
- **Product-management evidence:** original framework design, problem framing, product logic, information architecture and AI product thinking.

COMMERCIAL & PRODUCT TRANSFORMATION**Ongoing****Afadapa Enterprises — Product & Business Transformation**

Remote: UK / Nigeria

catfishxpress.com · afadapafishery.com · afadapaenterprises.com

- Helped rebrand and scale a family aquaculture business while studying in the UK, improving and standardising farm operations and coordinating execution remotely.
- Organised and led an inexperienced marketing team through a B2B pilot, introducing structure to outreach, customer targeting and field activity; the pilot delivered record sales performance.
- Applied Blue Ocean and product-differentiation thinking to revitalise the smoked-catfish category, with differentiated product concepts and packaging for premium local and future export positioning.
- Built a connected digital ecosystem spanning CatfishXpress, the Afadapa Fishery platform and the Afadapa Enterprises hub.
- **Product-management evidence:** business discovery, operational standardisation, B2B go-to-market, team leadership, differentiation, packaging and remote execution.

LIVE-CLIENT ACADEMIC PRODUCT DELIVERY

2024	Software Engineering Live Brief — Together Culture CRM Anglia Ruskin University, Cambridge • Led live-client software work, translating spreadsheet and manual-process problems into CRM requirements for member management, events, digital content, engagement tracking and personalised experiences. • Worked with user stories, member and admin journeys, dashboards, event booking, recommendations, C#, SQL Server, Git/GitHub, Jira and testing. • Contributed to a structured delivery process covering problem definition, design, development, testing and review. Achieved 79%.
2024/25	Database Design & Implementation Live Brief — Together Culture Anglia Ruskin University, Cambridge • Designed a relational data model supporting users, events, bookings, organisations, interests, tags, spaces, engagement and activity logs. • Applied EER modelling, normalisation through 3NF, schema design, SQL implementation and analytical queries covering attendance patterns, segmentation and member engagement. • Achieved 76%.
2024	Software Principles Live Brief — TrackGenesis Sentiment Analysis Anglia Ruskin University, Cambridge • Led a student team designing a Java NLP sentiment-analysis product; coordinated requirements, Agile collaboration and presentation. • Owned wireframing, high-fidelity prototyping and reporting for single-text and batch analysis, history, personalisation, result visualisation and subscription concepts. • Defined business, functional and non-functional requirements and contributed to usability and evaluation thinking. Achieved 79%.

LEADERSHIP & REPRESENTATION

Oct 2023 — Oct 2024	Science & Engineering Faculty Representative Anglia Ruskin University, Cambridge • Elected to represent 500+ students and act as liaison between the student body and faculty on academic and administrative matters. • Organised and led 20 student-led initiatives designed to improve engagement, communication and feedback loops. • Received the Highly Commended Cambridge Rep of the Year Award in 2024.
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ACHIEVEMENTS, PITCHING & RECOGNITION

- British Computer Society Graduate Membership Prize — 2026.
- Connected Cambridge — pitched Afadapa Enterprises at Barclays Eagle Labs, Cambridge, 25 February 2026.
- #ThinkBigARU Pitch Competition — Best Presentation / first-round winner, March 2025.
- Engineers and Scientists in Business Fellowship (ESBF) round of #ThinkBigARU — second prize, March 2025.
- Santander X UK Awards 2025, University Category — progressed through the first stage.
- Highly Commended Cambridge Rep of the Year — Anglia Ruskin University, April 2024.
- Overall Best Graduating Student in Character — Federal Polytechnic, Ile-Oluji, 2019.

PROFESSIONAL BODIES

Student member of BCS, The Chartered Institute for IT, and IEEE during university studies.

CERTIFICATES & CONTINUOUS PROFESSIONAL DEVELOPMENT

Anglia Ruskin	Bloomberg Market Concepts (2026); AI Solutions for Business Optimisation (2026); Leadership Skills: Taking the Initiative (2025); Start a New Enterprise (2025); The Edge Entrepreneurship Programme.
Product & cloud	Product Management: Building a Product Roadmap — LinkedIn Learning (2025); AWS Academy Graduate — Cloud Foundations (2026).

AI & research	Artificial Intelligence Foundations: Machine Learning — LinkedIn Learning (2025); Academic Research Foundations: Quantitative — LinkedIn Learning (2025).
Leadership	Communicate Your Team's Talent, Impact and Value as a Leader; Conscious Leadership; Courageous Leadership; Developing Your Creativity as a Leader (all Jun 2025).
Personal development	Recognizing and Seizing Opportunity at Work (Jun 2025); Working with Your Personal Strengths and Weaknesses (Jun 2025).
Data & analytics	Qlik Sense Business Analyst — in progress.
Technical foundations	Pluralsight C learning: Getting Started with C Language; C Language: The Big Picture; Variables and Data Types in C18; Working with Files in C; Using Structures in C; Managing Data and Memory Allocation in C.
Earlier academic	Certificate of Participation — SEET Annual Conference, Federal University of Technology Akure / IARASETA (2021).

LANGUAGES, INTERESTS & REFERENCES

Languages	English — fluent.
Interests	Technical product management, applied AI, data-informed product decisions, entrepreneurship, digital transformation of traditional industries, food systems, sustainability and scalable business models.
References	Available on request.