

Ari Vaniderstine

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Product leader specialising in developer & creator platforms and frictionless technical products. 12+ years of experience across product/engineering/design from early-stage startups to billion-user reach.

Languages: English (native), Swedish (professional), French (limited), Japanese (beginner)

Tools: Claude Code, Codex, Gemini, Linear, Grafana, Looker, Miro, Jira, ChatGPT, GitHub, Notion, Figma, Discord

Tech: Game engines, Vercel, Supabase, HTML/CSS, JavaScript/TypeScript, git, Swift, Python, Rust, SQL, C#

Skills: public speaking, rapid prototyping, AI productivity, product operations, roadmapping, user research, program management, coaching & mentorship, team leadership, workshop facilitation, change management

Work Authorisation: Canada and EU/EEA countries

Work Experience



King (Microsoft / Xbox)

Remote, 2022–Present

Director of Product, Content Creation

2026–Present

Leading strategy & product craft for the proprietary game engine, tools, and workflows used by King's top games to create engaging content for 200M+ MAU.

Associate Director of Product, Content Creation

2024–2026

- ◆ Created the product vision & strategy for game content creation at King. Set the north star metrics and priorities for the area.
- ◆ Owned key strategic initiatives that drove 2-3x resource pipeline speed, enabled instant preview & feedback for creators, and unlocked weekly tooling updates.
- ◆ Led the product/design organisation (PM+UX) and set best practices for product operations, discovery, and user research.

Senior Product Manager, Game Engine

2022–2024

Technical PM for the engine, build system, and crash tooling used to build and operate 10+ cross-platform games (incl. Candy Crush Saga) running on billions of devices worldwide.

kry

Kry/Livi

Product Manager, Design System & Architecture

Remote, 2021–2022

PM for 2 cross-functional teams driving technical & design foundation of the patient offering.

- ◆ Created the design system & cross-platform component library used internally to build UIs for patients in 5+ markets, launch new markets, and create white label partnerships.
- ◆ Owned the architecture & release cycles of apps serving 12M+ patients on Android/iOS/web.



Embark Studios

Developer Platform Manager

Stockholm, Sweden, 2019–2021

Led a team of developer advocates and OSS engineers working on a creative game platform.

- ◆ Created the open source strategy and managed presence in the OSS & Rust communities.
- ◆ Drove initiatives on creative platform vision, developer experience, and documentation.



Spotify

Stockholm, Sweden, 2017–2019

Product Manager, Developer Experience

Drove the vision & roadmap for the DX of Spotify's developer platform, powering thousands of open source, indie, and commercial integrations across Spotify's 200M+ MAU ecosystem.

- ◆ Collected feedback, data, and insights about the developer journey to shape the roadmap for the developer platform. Measured and monitored developer satisfaction (NPS), developer activation, API usage, bug reports, and community engagement.
- ◆ Created awareness of the platform strategy, its impact, and its connection to Spotify's overall ubiquity strategy in area leadership forums and in other parts of the organisation.

Developer Experience Engineer

Internal- and external-facing technical developer advocate, optimising platform DX.

- ◆ Drove developer support, onboarding/activation, community, platform releases, documentation, and developer portal design. Independently built and presented templates, demos, and workshops in JavaScript, Python, and Swift (iOS).

Multiple clients

Independent Technical Consultant

Remote, 2014–2017

Design and development (JavaScript, Ruby, React Native, GCP) for web/mobile applications. Advised on agile project management, SEO, and marketing for startups and SMEs. Led design sprints and liaised directly with clients. Founded a hands-on work-education program for junior developers.



Microsoft

Program Manager/Software Engineer Intern, Azure

Redmond, USA, 2015

Designed and implemented a real-time visualisation in C# & TypeScript for the Azure portal.

Ventures & Projects

Sparkmint AI

Co-founder; Product & Strategy

Stockholm, Sweden, 2025–Present

Hands-on founder doing rapid product development with agentic software engineering.

- ◆ Independently built & shipped a series of micro-products with 2-3 day concept-to-production, experimenting with cutting-edge AI tooling & infra (Claude Code, agents, Vercel, v0, Supabase).
- ◆ Applied learnings to build reusable agent skills, workflows, automations, and tooling to accelerate AI-driven development on larger products.

Self-employed

Game Master

Remote, 2022–Present

Scheduled, designed, and planned weekly improv and tabletop gaming events for multiple groups. Facilitated and led live sessions with significant speaking, storytelling, writing, and game design.

McGill University

Founder & Venture Mentor

Montreal, Canada, 2015

Awarded runner-up in the SME track of the Dobson Cup for an electric vehicle charging startup. Invited to advise future founders on marketing, design, and MVP creation. Judged the annual competition.

Hackathon Outreach & Mentorship Director

Montreal, Canada, 2014–2015

Organised & promoted creative coding events; directed mentorship program at the flagship hackathon.