

# 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. Now exploring how AI changes what it means to build.

**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:** Vercel, Supabase, HTML/CSS, JavaScript/TypeScript, git, game engines, 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

**Work Authorisation:** Canada and EU/EEA countries

## Work Experience



King (Microsoft / Xbox)

### Associate Product Director, Content Creation

Remote, 2024-Present

Leading the product area for the proprietary game engine, tools, and workflows for game production used by all of King's top games.



- ♦ 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 & Core Tech

Remote, 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/Livi

### Product Manager, Design System & Client 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 technical architecture & release cycles of apps serving 12m+ patients on Android, iOS, and 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 strategy for open source and personally managed presence in the open source & Rust programming community. Organised live developer community events.
- ♦ Drove initiatives on platform vision, developer experience, and documentation.



Spotify

### Product Manager, Developer Experience

Stockholm, Sweden, 2018-2019

Driving 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**

Stockholm, Sweden, 2017-2018

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.

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## **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.