Ari Vaniderstine

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Cross-functional communicator with 10+ years of experience in internal & external developer platforms, technical product development, product design, and team leadership in remote-first agile environments.

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

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

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

Skills: public speaking, roadmapping, AI productivity, product operations, technical writing, agile processes, project management, rapid prototyping, coaching, line management, workshop facilitation, interviewing/hiring

Work Authorisation: Canada and EU/EEA countries

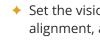## Work Experience

King (Activision Blizzard / Microsoft Gaming / Xbox)
Associate Product Director, Content Creation   Remote, 2024-Present

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

- ✦ Set the vision, strategy, north star metrics, and priorities for the product area. Drove alignment, awareness, and stakeholder management across 4 game studios.
- ✦ Identified and oversaw top-priority initiatives to step-change game production workflows and accelerate time-to-value. Partnered with engineering to ensure effective delivery.
- ✦ Led the product/design organisation (PM+UX) and defined product craft best practices.

Senior Product Manager, Game Engine & Core Tech   Remote, 2022-2024

Technical product manager for the engine and tech used by internal teams to build and operate 10+ cross-platform games (incl. Candy Crush Saga) running on billions of devices.

Kry/Livi
Product Manager, Patient UI and Client Architecture   Remote, 2021-2022

PM for 2 cross-functional teams working on the technical and design foundation of the patient offering.

- ✦ Developed vision & strategy, managed roadmaps & priorities, managed stakeholders across 5 countries/markets, and worked with design/engineering to manage delivery in two key areas:
  - ○ Design system & cross-platform component library, used internally to build UIs for patients in 5+ markets, launch new markets, and create white label partnerships.
  - ○ Technical architecture & release cycles of patient apps on Android, iOS, and web.
- ✦ Facilitated a team split, including defining scope and missions for the new teams, working with engineering to assign headcount, and building a change management strategy.

Embark Studios
Developer Platform Manager   Stockholm, Sweden, 2019-2021

Manager for a team of developer advocates and open source engineers, working on a creative gamemaking platform.

- ✦ Created the company's strategy for open source and managed their presence in the open source community. Organised in-person and online developer community events.
- ✦ Drove initiatives on platform vision, developer experience, and documentation.

Product Manager, Developer Experience   Stockholm, Sweden, 2018-2019

✦ Collected feedback, data, and insights about the developer journey to create a 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 developer experience of Spotify's developer platform for internal teams, partners, and 3rd party developers.

✦ Drove developer support, platform releases and deprecation/sunsetting, documentation, developer portal design, and feature prioritisation. Developed and presented demos and workshops in JavaScript, Python, and Swift (iOS).

Multiple clients

Independent Technical Consultant   Remote, 2014-2017

Advised on agile project management, design sprints, web design & development, SEO, and marketing for early- and mid-stage startups. Launched and led a work-education program for junior developers and acted as their manager and mentor.

Barefoot Coders

Designer/Front-End Engineer and Project Manager   New York/Remote, 2015-2017

Contract design, development (JavaScript, Ruby, React Native, Google Cloud), and project management for web and mobile applications for small and large clients. Led and facilitated design sprints remotely and on-site and liaised directly with key stakeholders.

Microsoft

Program Manager/Software Engineer Intern, Azure   Redmond, USA, 2015

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

Creative & Community Projects

Sparkmint AI

Co-founder; Product & Strategy   Stockholm, Sweden, 2025-Present

Modernising product development with agentic software engineering and workflow automation.

Self-employed

Coordinator and 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

Venture Mentor and Competition Judge   Montreal, Canada, 2015

Awarded runner-up in the SME track of the Dobson Cup. Invited to advise future venture founders on marketing, design, and lean development. Judged the annual competition.

Director of Outreach and Mentorship   Montreal, Canada, 2014-2015

Promoted the HackMcGill organisation and events; directed mentorship at the flagship hackathon.