

I turn ambiguous product problems into clear experiences - and can carry them into production.

Mexico City, Mexico - Remote / International

PROFILE

Product and systems designer with a full-stack engineering background. I work from ambiguous user and business problems through product definition, UX, interface design, and implementation. My strongest work sits where product, design, and engineering overlap: shaping the problem, finding the simplest useful model, designing the workflow, and working close enough to code to understand what will actually ship. I have led products from concept to production, collaborated across remote teams, and use AI actively to accelerate synthesis, prototyping, engineering, testing, and documentation without outsourcing judgment.

CAPABILITIES

PRODUCT JUDGMENT	UX & VISUAL DESIGN	FRONTEND / TECHNICAL	AI-ASSISTED WORK
problem framing - user workflows - prioritization - product discovery - scope definition - end-to-end ownership	Figma - information architecture - interaction design - responsive UI - states & edge cases - prototyping - visual hierarchy	React - JavaScript - Gatsby - Apollo/GraphQL - HTML/CSS - APIs - Git - testing - frontend/backend concepts	research synthesis - requirement structuring - rapid prototyping - code scaffolding - debugging - test generation - architecture review

EXPERIENCE

Founder / Product & Systems Designer

2024 - Present

Rhizome - Independent / Remote

- Turn ambiguous organizational problems into product models, UX flows, field instruments, and software concepts focused on authority, decisions, tension, and shared memory.
- Designed Rhizome Core and Rhizome Node around a relational model connecting people, roles, observations, tensions, decisions, commitments, and experiments.
- Prototype close to implementation: current work translates the domain into typed Rust structures, commands, validation, queries, and tests.
- Use AI throughout research synthesis, product modeling, architecture exploration, code scaffolding, debugging, and test generation while keeping consequential decisions explicit and reviewable.

Product Lead & Organizational Facilitator

Jan 2022 - Dec 2025

Hypha DAO - International / Remote

- Led stakeholder workshops and translated complex organizational needs into product models, workflows, roles, permissions, and implementation priorities.
- Reduced a broad governance problem into a repeatable product primitive: a Space with agreements, members, resources, and its own decision process.
- Modeled end-to-end participation across entry, decision-making, resource authority, nested teams, and exit.
- Worked across product, engineering, community, and visual design to move from ambiguity to implementable product structure.

Co-founder / CTO - Product & Technology Lead

Jan 2019 - Dec 2020

BOXSPOT - United States / Remote

- Co-founded a two-sided product for traveling athletes and fitness spaces and owned the path from customer problem to shipped product.
- Defined the end-to-end journey across discovery, class selection, registration, waiver, payment, confirmation, and operator hand-off.
- Designed the operator model and built the production React/Gatsby web application with Apollo/GraphQL, authenticated flows, state-machine onboarding, testing, and deployment tooling.
- Built interfaces for gym setup, classes, schedules, crew, legal documents, merchant readiness, payouts, and publishing - turning operational complexity into a usable product.

PROBLEM TO PRODUCTION - BOXSPOT

The clearest example of how I work across product, design, and engineering.

UNDERSTAND	DECIDE	DESIGN	BUILD
Traveling athletes were piecing together search, class schedules, registration, waivers, payment, and confirmation across separate tools. Gym operators were absorbing the resulting admin.	Instead of treating each pain point as a feature, I modeled one two-sided workflow and separated the simple athlete journey from the denser operational configuration required underneath.	Designed the product structure across discovery, booking, athlete context, gym setup, classes, schedules, legal readiness, merchant state, and publishing.	Built the operator web product in React/Gatsby with Apollo/GraphQL, authenticated workflows, stateful onboarding, validation, tests, and production tooling.

Portfolio: arsenijesavic.com - BOXSPOT, Hypha, and Rhizome case studies

ADDITIONAL EXPERIENCE

Full Stack Product Engineer

2017 - 2018

Alpine Adventures Ski & Mountain Travel

- Designed and developed customer-facing digital services across frontend, backend, UX, deployment, and production support.
- Worked directly with stakeholders to translate business and operational needs into functioning software and product improvements.
- Built end-to-end understanding across interfaces, application logic, APIs, data, and production systems.

Interaction Designer

Jan 2016 - Jan 2017

HLT Studio - Belgrade

- Designed digital products and interactive experiences from concept through implementation.
- Worked with clients and developers across interaction design, information structure, interface behaviour, and delivery.

AI IN MY WORK

I use AI as a working layer across product and engineering: synthesizing research, turning ambiguous requirements into structured flows and edge cases, exploring product/architecture alternatives, scaffolding code, debugging, reviewing implementations, and generating tests and documentation. I treat AI output as a proposal, not authority: I verify the reasoning, test the code, and keep consequential product decisions human.

EARLIER / EDUCATION / LANGUAGES

Co-Founder & Community Steward - DACIDA

2017 - 2020

Co-created an experimental community for creativity and collaboration, including events, workshops, participation structures, and early shared-ownership practices.

Co-Steward - City-Guerilla, Belgrade

2013 - 2016

Helped steward a self-organized creative and educational association centered on peer learning, cultural exchange, community participation, and interdisciplinary programming.

Bachelor of Arts - Engineering

Middlesex University - 2011 - 2013

Independent Professional Study

2021 - Ongoing

Systems thinking - facilitation - organizational design - cooperative governance - regenerative practice - collective intelligence

Languages

Serbian - Native

English - Fluent / Professional