CV

DANIJEL RUSOVAN

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PROFESSIONAL EXPERIENCE

SUMMARY

A Product Manager who builds AI products hands-on: 3+ years defining an **agentic, human-in-the-loop AI platform** from the ground up, on a 10+ year foundation of design and workflow automation across the AEC and Proptech industries, including world-leading design firms (Gensler, Grimshaw, SOM). One consistent thread throughout: finding complex, manual workflows and reimagining how the work gets done - through computational design, then generative tools, now multi-agent AI - with measurable customer and commercial impact.

Strengths and Interests

- / AI-native product strategy: agentic, conversational and human-in-the-loop experiences
- / AI quality and evaluation: benchmark design, traceability, explainable-by-design outputs
- / Workflow automation with quantified customer and commercial impact

2026

INDEPENDENT PROJECTS, SYDNEY, AUSTRALIA

Swimmers' World - a platform for open water swimming that connects swimmers of all levels with coaches, trip and event organisers and safety support. The first feature, for swimmers, is in **closed beta with 50 users**; the coach and organiser features are at prototype stage.

Jun 2023 - Sep 2026

PRODUCT MANAGER, AKORDI, SYDNEY, AUSTRALIA

Role summary:

Defined the vision and owned the product across strategy, design and hands-on prototyping for an AI-powered construction intelligence platform - designing how project teams delegate high-stakes constructability work, traditionally slow, manual and expert-bound, to a multi-agent AI system while maintaining transparency, trust and control.

- / Owned the long-term **product vision, strategy and roadmap** for an AI-native experience, in a fast-moving, highly ambiguous space
- / Designed how users interact with and delegate work to specialist AI agents (objectives & requirements extraction, solution identification, risk and scenario analysis, schedule sequencing) - reviewing and steering outputs, staying confidently in control of decisions that carry real consequences
- / Established evaluation methods, quality gates and SME feedback loops - designing a benchmark of library-grounded agents against ungrounded AI and **human SME baselines**, across criteria including traceability and hallucination rate
- / Translated deep domain knowledge into structured, machine-readable data (objectives, requirements, constraints, characteristics, solutions) that grounds agent reasoning and makes outputs explainable
- / Shaped how the AI surfaces recommendations, risks, actions and contextual insight throughout the workflow - translating emerging model capabilities into experiences that feel intuitive and trustworthy
- / **Prototyped hands-on** with LLMs (Claude Code, AWS Bedrock, LiteLLM) and full-stack builds (Python, React/TypeScript), tested against real project documents
- / Grounded the product in real project workflows through continuous engagement with construction subject-matter experts
- / Mapped the different customer segments and how each works and buys - informing how the product should be packaged (self-serve SaaS vs hands-on service) for each

KEY PROJECTS

1. Constructability agents - prototyped an end-to-end agentic workflow from requirements extraction through to solution identification, risk/scenario analysis and schedule sequencing, validated against real project briefs, with the objectives, risk and constructability agents shipped to production.

2. Constructability solutions library - audited the legacy libraries and found 75-87% of source content restricted or fabricated, then rebuilt the library - curating 2,800+ scraped candidates into ~1,600 fully-traceable, licence-clean solutions that ground agent output and make it defensible.

3. Schedule optimisation preparation - delivered a platform feature that parses real Primavera P6 programmes (XER) and surfaces the assumptions embedded in them - productivity rates, resource usage, float, calendars, sequencing logic. Designed as the front end of generative schedule optimisation (ALICE): validated assumptions feed an unconstrained model, cleaned of soft constraints.

Sep 2021 - Mar 2023

COMPUTATIONAL DESIGNER, ARCHISTAR, SYDNEY, AUSTRALIA

Role summary:

A product-and-build role on Archistar's generative design platform, used by property developers and home builders - spanning product management, feature delivery and digital transformation strategy.

- / Product management across the feature lifecycle: product requirements aligned to core product vision, delivery planning and team leadership, and stakeholder management across clients, engineers and senior leadership
- / User engagement to optimise experience; change management lead - market research, data analytics and forecasting, and financial models with the CFO
- / Back-end development in C# for generative design features

KEY PROJECTS

1. Complying Development (CDC) designs, NSW, Australia - Lead for duplex and terraces - a generative feature helping NSW home builders - non-expert users - generate compliant design concepts in seconds, creating a cost saving of up to $10,000 per site by streamlining the feasibility stage of projects.

2. Aldar Masterplans, Abu Dhabi, UAE, Client: Aldar Properties - a new feature for the main Archistar product enabling rapid masterplan generation, with time savings of up to 90% per project feasibility study.

3. eComply Victoria - led the Digital Transformation Strategy for adoption of BIM and eComply (Archistar's automated approvals platform) across Class 1a businesses in Victoria, targeting savings of up to $600M across the market over 5 years.

Apr 2020 - Sep 2021

STUDIO/REGIONAL DESIGN TECHNOLOGY LEADER, GENSLER, LONDON, UK

Role summary:

Co-led computational technologies across the EU region at the world's largest design firm - an internal product leadership role identifying, building and rolling out design-technology tools across studios, spanning BIM, environmental and algorithmic design, with senior stakeholder management at Regional and Studio level and global collaboration on Carbon NetZero and interoperability.

KEY PROJECTS

1. Plot Regulations - an MVP for automated document generation saving 500-570 man hours (£30,000-£35,000) on the Feddan Masterplan project alone.

Jun 2019 - Apr 2020

COMPUTATIONAL DESIGN SPECIALIST, GRIMSHAW, LONDON, UK

Role summary:

Studio lead for computational technologies and the start of the product management thread - acting as internal PM and developer for in-house solutions across environmental design, design-system interoperability and automation.

KEY PROJECTS

1. Heathrow Expansion project - Grimshaw's flagship project: developed and managed custom solutions with multiple design teams, achieving time savings of approximately 90% for facade design tasks.

2013 - 2019

EARLIER EXPERIENCE - LONDON, UK

A foundation of design craft at world-leading firms - embedded in design teams, building automation and interoperability tools and communicating computational design to clients and stakeholders.

- / **Architectural Designer, Skidmore Owings & Merrill (SOM)** - Feb 2018 - May 2019
- / **Architectural Assistant, Sheppard Robson** - Aug 2014 - Jan 2018
- / **Sustainability Consultant, XCO2 Energy** - Jan 2013 - Aug 2014

ACADEMIC QUALIFICATIONS AND COURSES

2023	**PRODUCT MANAGEMENT** - RMIT
2016 - 2016	**RIBA 3** - THE CASS, LONDON METROPOLITAN UNIVERSITY
2011 - 2012	**MSC ARCHITECTURE, ENERGY AND SUSTAINABILITY** - THE CASS, LONDON METROPOLITAN UNIVERSITY, GRADE: DISTINCTION
2005 - 2010	**M.ARCH & B.ARCH** - FACULTY OF ARCHITECTURE, UNIVERSITY OF BELGRADE, GPA OF 9.53 (MAX 10)

TOOLKIT

AI & PROTOTYPING:	Claude Code, MCP, AWS Bedrock, LiteLLM, Python, React/TypeScript, HTML/CSS/JavaScript
DESIGN & UI:	Figma; a decade of computational design (C#, Grasshopper, Dynamo, Revit)