Marko Rusić

Staff Software Engineer | Product Engineering | Web Platforms | Practial AI
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SUMMARY

Staff Software Engineer with 9 years of experience building web, mobile, and backend products across automotive, outsourcing, streaming, and media domains. Strong background in frontend architecture, React/TypeScript ecosystems, product-minded engineering, mentoring, and leading projects from technical discovery through production delivery.

EXPERIENCE

Rivian *Staff Software Engineer* *Aug 2024 - Present*

- Lead a web engineering team responsible for managing and developing Rivian's public website and digital customer experience.
- Guide web platform re-architecture, improving long-term maintainability, developer experience, and technical direction of the stack.
- Drive data-informed product development through A/B testing, analytics tracking, and collaboration with product and data stakeholders.
- Partner directly with senior leadership to align engineering initiatives with business goals and delivery priorities.

Povio (YC W14) *Senior Software Engineer → Lead Software Engineer* *Apr 2022 - Aug 2024*

- Led software development across client projects for a Y Combinator-backed software company, delivering production systems across multiple domains.
- Set engineering direction as lead developer, including coding standards, architecture decisions, code review practices, and delivery expectations.
- Mentored and reviewed developers through regular feedback, knowledge sharing, and hands-on technical guidance.
- Coordinated with product owners and stakeholders on scope, estimates, priorities, and delivery trade-offs.

NetCast *Full Stack Engineer → Lead Frontend Engineer* *Sep 2017 - Jan 2023*

- Developed “Slike Srbije,” a photo voting platform built with MySQL, Laravel, REST APIs, and Vue.js.
- Built a TV content management service with complex EPG views and editors using MongoDB, Spring Boot, REST APIs, and Vue.js.
- Led development of a large-scale back-office portal for managing video streaming platform, with focus on performance, integration, and maintainability.
- Led development of a consumer-facing cross-platform video streaming application using React, React Native, and TypeScript.

TECHNICAL SKILLS

Frontend: TypeScript, React, Next.js, Remix, TanStack, Vue.js, React Native, Expo
Backend: Node.js, Fastify, Hono, Laravel, Spring Boot, REST APIs
Data & Infrastructure: MySQL, PostgreSQL, MongoDB, Redis, Docker
Leadership & Product: Software architecture, Team leadership, Mentoring, Code reviews, Estimation, A/B testing, Analytics tracking

EDUCATION

ICT College of Vocational Studies | Belgrade, Serbia *Sep 2017 - Jul 2021*
Bachelor's Degree in Information Technologies