

Nebojsa Visnjic

Product Design & AI Leader

Orange, California | US work authorized | No sponsorship required

nebojsa.visnjic@fearless-creations.com | +1 714-955-1141

[Portfolio](#) | [LinkedIn](#)

Profile

I set product vision, build teams and plan for the capabilities an organization needs next. My experience spans automotive, robotics, digital products and visual effects. At Dongfeng, I built and taught an adopted AI workflow that accelerated concept-video production **10-20x**, and structured a Hunan University research partnership to inform product direction. At Fisker, I led and expanded a 40+ person UX organization through the Ocean launch; at GM, I led UX/UI direction for GMC, Buick and Chevrolet. I lead by example, connecting research, design judgment and technical constraints with product decisions.

Leadership focus

Product strategy and research direction | Team development and hiring
Advanced AI workflow implementation | Teaching and capability development
Design, software and engineering collaboration | Prototyping and testing
Brand systems and connected products | Cross-cultural collaboration

Professional experience

International Expert - HMI/UX and Design Technologies

Dongfeng Motor Corporation | Wuhan and Shanghai, China | 2024 - 2026

- Provided creative, strategic and educational guidance to 43 colleagues across two studios on Dongfeng/Huawei vehicle programs, helping teams consider customer expectations beyond the Chinese market.
- Developed and taught a structured mentoring program across UX/UI, research, motion, Agile delivery and applied AI. Used project reviews and practical demonstrations to question assumptions, connect customer journeys with experience concepts and strengthen design judgment.
- Structured the Hunan University research partnership, framed product questions and translated findings into opportunity areas and design principles. The study combined **1.78M+** user records with 30 in-depth interviews with family users across **11 cities**.
- Translated the research into shared experience principles and four flagship concepts validated through VR and sound prototypes, narrowing 375 ideas into 100 innovation cards.
- Built and taught an MCP-orchestrated AI workflow adopted and implemented by Dongfeng teams. Concept-video production accelerated **10-20x**, from **2-4 weeks** of multidisciplinary handoffs to one designer running the workflow in one day; timing depended on the brief, reviews and finishing.

Director of UX - Human Experience Department

Fisker Inc. | Los Angeles, California | 2021 - 2024

- Led and expanded a 40+ person UX organization through the Ocean launch, spanning the cockpit, brand and ownership experience. Hired across levels and developed managers and leads.
- Connected UX/UI, interior design, infotainment, software and engineering around interdependent cockpit decisions, including display behavior, information hierarchy and physical controls.
- Kept prototype feedback and design reviews connected to the rotating center display, cluster and control decisions so teams could refine the experience together.
- Partnered with Product and Engineering leadership on priorities and trade-offs, maintaining a shared direction across in-vehicle, mobile and web touchpoints.

Professional experience continued

Design Group Manager - GMC, Buick and Chevrolet

General Motors | Detroit, Michigan | 2018 - 2021

- Led UX/UI direction for three brands, establishing the driver and brand priorities that needed to carry into vehicle implementation.
- Brought design, software and engineering together around display obscuration, chip performance and operating-system capabilities. Prototypes and testing made the trade-offs visible and helped teams find workable alternatives.
- Carried brand direction into vehicle-program interfaces and functions, including HUMMER EV and Corvette. Also supported the Cadillac team; primary management responsibility remained GMC, Buick and Chevrolet.

Creative Manager UX/UI

Faraday Future | Los Angeles, California | 2016 - 2018

- Helped connect FF91 in-car and companion mobile experiences through shared experience and brand principles, while preserving the different needs of drivers and passengers.
- Used design studies and reviews to coordinate passenger entertainment, onboarding and mobile vehicle controls. Developed a separate speculative transportation concept through connected journey scenarios and storyboards.

Senior UX and HMI Design Lead - Product and Automotive

Robert Bosch GmbH | Silicon Valley, California | 2014 - 2016

- Combined research, concept development and interaction design across home robotics, digital products and automotive experiences.
- Led early iXi home-robot design exploration through physical prototypes, use scenarios and interface concepts. Connected questions about form, practical functions and behavior into one product proposal.
- Designed Android mobile health applications for Bosch micro-sensor hardware and contributed to semi-autonomous driving UX.

Earlier experience

Founder and Creative Director

Fearless Creations | Toronto, Canada | 2010 - 2014

- Built and ran a VFX studio serving production houses including Double Negative and Weta. Grew billings from zero to \$2.4 million in two years while delivering film and digital production work.

UX and Creative Director

HAVAS Health & You | USA and international | 1997 - 2010

- Led UX and creative direction across digital and brand experiences, connecting client goals with creative development and delivery.

Education and recognition

B.Sc. Computer Science and Mathematics; B.A. Fine Art - University of Belgrade.

IDEO training in human-centered design and advanced research; UX Academy certificates in user research, testing and UX design.

Cannes Gold Lion (2004), Evian "Water Boy"; London International Awards Gold (2009).

U.S. design patent D1,059,648 (2025). Speaker: SIGGRAPH (2015), Car HMI USA (2016, 2018).