

Vaibhav Shukla

Head of Product & UX | Immersive Tech Leader

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PROFESSIONAL SUMMARY

Versatile product and UX leader with 16+ years of experience across immersive technology, SaaS, and consumer platforms. Deep expertise in managing full product lifecycles, design systems, and cross-functional teams across edtech, fintech, and conversational AI domains. Skilled in translating customer needs into scalable product strategies through data, user research, and experimentation. Proven record in driving roadmap execution, UX innovation, and business growth. Hands-on with AI-powered tools, product design, and 3D pipelines.

CORE COMPETENCIES

- **Product Management:** Product Vision & Roadmap, Agile/Scrum, PRDs, Stakeholder Alignment, OKRs, A/B Testing, GTM, KPI-Driven Development
- **Design & UX:** UX Research, Wireframing, UI/UX Systems, Figma, Adobe XD, WCAG Accessibility, Usability Testing, Design Documentation
- **Immersive & Visual Technology:** Unity3D, Unreal Engine, AR/VR/MR, 3D Pipelines, Midjourney, Blender, Substance, 3ds Max, AI-Enhanced Workflows
- **Platforms & Tools:** Jira, Confluence, GSuite, Microsoft 365, Slack, Adobe Creative Suite
- **Domains & Industries:** EdTech, FinTech, B2C SaaS, Conversational AI, Consumer Internet, Gaming, Streaming, RealTech

PROFESSIONAL EXPERIENCE

PlugXR Inc. - *Creative Director – Product, Design & Delivery*

JAN 2024 – PRESENT

- Defined & led product strategy for AR/VR SaaS platform; increased feature adoption by around 30%
- Created modular UI/UX design systems; improved design consistency and reduced rework cycles
- Aligned product roadmap with marketing and sales teams; improved retention by 20%
- Conducted A/B testing and UX audits; reduced bounce rates and improved click-throughs by 18%

Integrate-X Infolabs - *Project Head*

SEP 2023 – DEC 2023

- Partnered with Zeal Group (Australia) to set up XR and AI innovation labs
- Delivered AR/VR demos, 3D printing integrations, and Industry 4.0 frameworks

EON Reality, Singapore - *XR Implementation Manager – Product*

JUL 2018 – AUG 2023

- Delivered B2B/B2C immersive learning and training products used by 50+ clients worldwide
- Drove platform roadmap, user feedback loops, and KPI-based enhancements
- Led global product teams in shipping scalable AR/VR modules aligned with client needs and device compatibility
- Enhanced product-market fit via user journey mapping and adoption-focused iterations

Veative Labs - *Team Lead, Creative Design*

OCT 2016 – JUN 2018

- Directed end-to-end delivery of VR learning platform across 40+ institutions globally
- Standardized 3D pipelines & interactive content systems; reduced time-to-publish by 25%
- Coordinated with PMs, designers, and engineers to ship data-informed, scalable features

GirnarSoft Pvt. Ltd. - *Assistant Content Manager – Product Design*

APR 2016 – SEP 2016

- Designed virtual 3D automotive product applications for Honda, Volkswagen, etc.
- Created mobile/desktop-ready product simulations aligned with UI/UX guidelines

Orkire Technologies - *Project Lead, R&D*

JUN 2010 – MAR 2016

- Promoted from 3D Visualizer to Lead; created immersive solutions and led innovation pipelines
- Built visualization strategies for enterprise and consumer use cases

Earlier Roles in 3D Design - *Orange Impex, & Digital Puppet Studio*

2009-2010

- Delivered character and architectural visualizations for Indian government & private clients

PROJECT & CASE STUDY HIGHLIGHTS

- **Fujifilm India:** Created digital AR product for user engagement and learning for all the stores across India.

- **RunningKaro:** Mapped diverse user needs to create focused journeys for beginners, casual, joggers, and runners
- **PayKaro:** Built around real user flows, to simplify payment, track and splitting expenses.
- **Product to support Changi Airport XR training:** Led multi-role training simulations adopted by airport operations team
- **Caterpillar Digital AR:** Delivered industrial-grade 3D support modules, reducing training time by 30%

EDUCATION

Maya Academy of Advanced Cinematics

Advanced Diploma in 3D Animation

2008 – 2010

Sikkim Manipal University

B.A. in Mass Communication

2011 – 2014

CERTIFICATIONS

- UX Design (Figma, Adobe XD)
- AI Mastery – BE10X
- C++ Programming – NICT, Bangalore

LANGUAGES & COMMUNICATION

- English (Fluent), Hindi (Native)
- Expert in stakeholder communication, executive reporting, team mentoring

CAREER OBJECTIVE

To lead impactful digital products and design-first platforms across fintech, SaaS, and immersive domains—combining creative vision, technical acumen, and user empathy to drive lasting innovation and business success

Regards,

Vaibhav Shukla