

ABHIJEET VARGHESE

Creative Direction | Experience Design | Creative Technology | Brand & Digital Innovation

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PROFESSIONAL SUMMARY

Creative Head and **Creative Strategy & Experience Consultant** with **12+ years of experience** spanning creative direction, strategy, consulting, brand and design, animation, visual storytelling, experience design, immersive experiences, and creative technology.

Experience across **enterprise, telecommunications, energy, government, defense, technology, and startup environments**, working with business leaders, CXOs, government stakeholders, architects, engineers, designers, product teams, and technology partners.

Operate at the intersection of **creative vision, business requirements, customer experience, and technology** — shaping concepts, narratives, experience strategies, visual systems, digital and spatial experiences, and technology-led solutions. Experienced in discovery workshops, solution consulting, proposals, pitching, executive presentations, stakeholder engagement, pre-sales, commercial discussions, and multidisciplinary creative leadership.

CORE EXPERTISE

Strategy & Consulting

Creative Strategy · Experience Strategy · Innovation Strategy · Design Strategy · Discovery Workshops · Solution Consulting · Strategic Recommendations · Business & Technology Storytelling

Creative Leadership

Creative Direction · Art Direction · Brand Direction · Visual Storytelling · Narrative Development · Animation & Motion Direction · Creative Governance · Quality Direction

Experience & Innovation

Experience Design · Experiential Design · Enterprise Experiences · Experience Centers · Executive Briefing Centers · Interactive Experiences · Immersive Experiences · Customer Experience

Creative Technology

AR · VR · MR · XR · WebXR · Interactive Installations · Enterprise Visualization · Digital Innovation · AI-Assisted Creative Workflows

Business & Stakeholder Leadership

Executive Presentations · Pitching · Proposal Development · Pre-Sales · Commercial Discussions · Client Advisory · Stakeholder Management · Multidisciplinary Collaboration

PROFESSIONAL EXPERIENCE

RAMS CREATIVE TECHNOLOGIES — Jaipur

Creative Head — Immersive & Brand Systems

Sep 2024 – Jan 2026

- Led **creative strategy, experience direction, and concept development** across immersive, digital, brand, and enterprise experience initiatives.

- Translated business requirements, stakeholder objectives, and complex technology capabilities into **creative concepts, narratives, experience strategies, and solution directions**.
- Directed multidisciplinary teams across **experience design, visualization, architecture, AV, automation, and technology**.
- Worked with **CXOs, government stakeholders, architects, engineers, designers, and technology partners** to develop enterprise experiences.
- Led **proposals, pitches, solution positioning, executive presentations, stakeholder reviews, and client discussions**.
- Supported business development through creative solution development, presentation strategy, proposal development, and commercial discussions.
- Established creative governance, review processes, visual standards, and quality frameworks across projects.

SELECTED ENTERPRISE ENGAGEMENTS

Orange Business — Executive Briefing Center | Mumbai

- Led creative direction, **experience strategy, concept development, experiential storytelling, and executive experience design**.
- Designed immersive executive journeys using **interactive installations, branded environments, digital storytelling, and spatial experiences**.
- Translated complex enterprise technology propositions into clear, engaging customer experiences.
- Developed proposal decks, strategic narratives, creative presentations, pitches, and stakeholder-facing material.
- Collaborated with architects, designers, developers, technologists, and production teams to translate experience strategy into the physical and digital environment.

BPCL — Plant Visualization & Enterprise Experience

- Led creative and experience direction for an industrial visualization initiative.
- Aligned visualization with engineering requirements and executive communication needs.
- Translated complex refinery operations into an executive-facing visual experience through **animated plant content and an 8×10 ft physical miniature**.
- Worked with engineering and business stakeholders to connect technical information with visual storytelling and experience requirements.

Indian Army — VR Training Platform

- Led **creative and experience direction** for a VR-based training initiative.
- Directed experience development across **UX, visualization, interaction design, and production**.
- Worked with senior Army stakeholders to understand **training requirements, strategic objectives, and capability needs**, translating them into experience direction for the VR training platform.
- Worked with multidisciplinary teams to translate stakeholder requirements into an immersive training experience.

PLUGXR REALITY — Hyderabad

Creative Head — AR/VR Platform & Experience Design

Jan 2024 – May 2024

- Led **creative and experience strategy** for an enterprise AR/VR platform, shaping product experience, narrative direction, visual hierarchy, and creative standards.
 - Collaborated with **product, engineering, UX, and business teams** to align customer needs, platform capabilities, experience direction, and roadmap priorities.
 - Contributed to **product strategy, feature prioritization, design governance, and enterprise readiness**.
 - Led enterprise demonstrations, workshops, solution walkthroughs, and executive presentations, translating complex AR/VR capabilities into clear customer and business experiences.
 - Supported **solution consulting, proposal development, pre-sales, commercial discussions, and executive stakeholder engagement**.
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INDEPENDENT

Creative Director / Experience & Innovation Consultant

Oct 2022 – Jan 2024

- Advised startups and enterprise clients on **creative strategy, experience design, innovation, branding, animation, immersive media, digital experiences, and emerging technology**.
 - Facilitated discovery workshops and strategic discussions to understand business, customer, technology, and experience requirements.
 - Developed **creative strategies, experience concepts, narratives, visual frameworks, solution recommendations, proposals, and presentations**.
 - Helped stakeholders translate complex offerings and ideas into compelling customer-facing experiences and communication.
 - Led creative reviews, stakeholder presentations, and solution discussions.
 - Directed distributed creative teams and external partners while maintaining creative direction, quality, and consistency.
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RAMS CREATIVE TECHNOLOGIES — Jaipur

Creative Head

Sep 2021 – Sep 2022

- Led creative direction across **branding, design, animation, digital experiences, and immersive initiatives**.
- Defined visual standards, narrative frameworks, and creative review processes.
- Worked with clients and stakeholders to develop creative solutions aligned with project objectives.

- Mentored multidisciplinary creative teams and guided creative thinking, quality, and delivery.
- Led client presentations, project reviews, creative decision-making, and stakeholder discussions.

ANGEL CREATIONS

Creative Director

Jan 2016 – Apr 2021

- Led creative direction across **branding, design, animation, storytelling, digital experiences, and immersive media**.
 - Developed creative concepts, visual systems, brand experiences, and customer-facing digital experiences.
 - Partnered with clients to define creative approaches, positioning, and experience solutions.
 - Managed **proposals, budgets, multidisciplinary teams, vendors, stakeholder relationships, and end-to-end project delivery**.
 - Led client presentations, creative reviews, solution discussions, and positioning conversations.
 - Established quality standards and structured creative workflows across engagements.
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ARENA ANIMATION

Creative Project Manager

Jan 2014 – Jan 2016

- Managed animation, multimedia, and creative projects from planning through delivery.
 - Coordinated clients, creative teams, resources, schedules, requirements, and project workflows.
 - Managed quality control and delivery standards across creative projects.
 - Built foundational experience in creative production, project coordination, stakeholder management, and delivery.
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EDUCATION

Bachelor's Degree in VFX & Animation

CERTIFICATIONS

Digital Business Strategy — University of Virginia, Darden School of Business

What Is the Metaverse — Meta

Neuro-Linguistic Programming (NLP) — Certification