

ABHIJEET VARGHESE

Experience Strategy & Design-Led Transformation Leader

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PROFESSIONAL SUMMARY

Experience Strategy and Creative Head with 10+ years of experience enabling leadership teams to make confident decisions in complex enterprise, industrial, and platform environments. Specializes in converting ambiguity into structured experience systems that clarify strategy, accelerate approvals, and improve adoption across stakeholders.

Operates at the intersection of business intent, spatial design, and immersive technology—owning initiatives from architectural planning and experience framing through governance, vendor coordination, and executive validation. Regularly trusted to support executive reviews, investment discussions, and approval decisions in high-stakes environments.

CORE EXPERTISE

- Experience Strategy & Decision Enablement
- Problem Framing in Ambiguous Environments
- Design-Led Digital Transformation
- Spatial & Architectural Experience Planning
- Enterprise Experience Centers & Training Systems
- Stakeholder, Leadership & Executive Alignment
- Platform & Scalable Experience Systems
- Approval Governance & Risk Reduction
- Emerging Technology as Decision & Enablement Tools
- Cross-Functional & Multidisciplinary Leadership

PROFESSIONAL EXPERIENCE

Creative Head - Immersive & Brand Systems | RAMS Creative Technology, Jaipur | Sep 2024 – Present

- Lead experience strategy for enterprise and industrial initiatives, enabling leadership teams to understand complex operations and solutions through spatial storytelling, interaction design, and immersive systems.
- Directed enterprise Experience Centers supporting executive reviews, investment discussions, and approvals by structuring environments around decision-critical narratives and flows.

- Designed multi-room, multi-station experiences that reduced ambiguity and cognitive overload by clearly mapping objectives, risks, and outcomes to physical-digital touchpoints.
- Delivered a high-pressure 24-hour Experience Center rollout, enabling time-sensitive stakeholder alignment and leadership decision-making under operational constraints.
- Directed VR-based training and simulation initiatives that improved procedural clarity and training effectiveness, supporting safer and more consistent operational understanding.
- Helped leadership teams move from concept validation to confident go-/no-go decisions by structuring experiences around risk, feasibility, and stakeholder understanding.
- Established scalable experience systems (spatial templates, UI/UX standards, asset libraries, KPIs) that reduced rework, accelerated governance cycles, and enabled parallel enterprise deployments.

Creative Head - AR/VR Platform & Experience Design | PlugXR Reality | Jan 2024 - May 2024

- Defined experience strategy for a SaaS-based AR/VR platform, positioning immersive technology as a repeatable decision-support and training tool rather than one-off execution.
- Standardized templates and workflows to enable scalable AR/VR content creation and consistent quality across use cases.
- Translated market and client needs into experience frameworks that lowered adoption barriers and reduced onboarding friction.
- Partnered with product, engineering, and marketing teams to align experience intent with platform roadmap priorities.
- Influenced platform positioning by reframing AR/VR from novelty-led use cases to scalable enterprise decision and training tools.

Creative Director / Experience Consultant | Independent | Oct 2022 - Jan 2024

- Engaged when internal teams lacked clarity or alignment, helping leadership converge on direction faster through experience-led framing.
- Worked with organizations across the USA, UK, and Middle East to structure ambiguous challenges into clear experience-led directions supporting executive alignment and decision-making.
- Supported leadership teams in choosing appropriate communication, training, and engagement approaches by framing trade-offs and experience implications.
- Coordinated multi-region teams and vendors to ensure predictable delivery and governance discipline.

Creative Head | RAMS Creative Technologies, Jaipur | Sep 2021 - Sep 2022

- Led creative and experience direction across design, animation, and interactive initiatives aligned with business priorities.

- Improved strategic clarity and consistency across outputs through strong conceptual framing and governance.
- Collaborated cross-functionally to align creative execution with product, marketing, and stakeholder objectives.
- Mentored teams and enforced quality standards to reduce iteration cycles and delivery risk.

Creative Director | Angel Creations | Jan 2016 – Apr 2021

- Led a creative studio helping organizations clarify brand narratives and make informed communication decisions.
- Owned end-to-end conceptualization, client engagement, and creative direction across multiple industries.
- Managed teams, timelines, and budgets, balancing creativity with scope, constraints, and delivery reliability.
- Built long-term client relationships through strategic storytelling and dependable outcomes.

Creative Project Manager | Arena Animation | Jan 2014 – Jan 2016

- Managed creative projects across animation and design workflows with a focus on schedule adherence and quality control.
- Built early foundations in structured execution, coordination, and delivery discipline.

EDUCATION & CERTIFICATIONS

- Bachelor's Degree – VFX & Animation, Arena Animation
- Digital Business Strategy – University of Virginia (Darden School of Business), Coursera
- What Is the Metaverse – Meta, Coursera
- Digital Transformation – Coursera (In Progress)
- Neuro-Linguistic Programming (NLP) – Certification
- Psychology – Yale University (Pursuing)