

RUSHIKESH VINCHURKAR

CREATIVE TECHNOLOGY & INNOVATION LEADER | R&D STRATEGY | APPLIED AI | PRODUCT INNOVATION

Mumbai, India | rushikesh@aetherlab.in | rushikesh.cloud | aetherlab.in

LEADERSHIP PROFILE

Cross-disciplinary innovation leader combining architecture, creative direction, immersive technology, applied AI, product experimentation and commercial problem-solving. Former Associate Vice President, Tech & Product at PropVR and founder of Aether Lab. Leads research from opportunity discovery and proof of concept through workflow design, creative execution, stakeholder presentations and client delivery. Experienced in recruiting and mentoring artists, establishing real-time 3D production practices, supporting pre-sales and developing AI-assisted creative and business systems. Known for rapidly learning unfamiliar tools and translating emerging technology into practical creative and business solutions.

CORE LEADERSHIP CAPABILITIES

Innovation & R&D Strategy • Creative Technology Direction • Technology Evaluation & Feasibility • Rapid Prototyping & MVPs • Product Discovery • UX/UI & Experience Design • AI-Assisted Film Production • Real-Time 3D & Spatial Experiences • Marketing & Workflow Automation • Business Development & Pre-Sales • Cross-Functional Leadership • Talent Training & Mentoring

PROFESSIONAL EXPERIENCE

Founder | Aether Lab

Aug 2025 – Present | Creative technology, immersive experiences, AI-powered products and operational systems

- Direct research, creative development and product experimentation across real-estate experiences, cinematic brand content, AI-assisted production, interactive web products and internal business automation; take concepts from client problem to working demonstration or deliverable.
- Lead UI/UX, creative storytelling and interactive experience design for Explora offerings, including web-based presentations, property discovery, configurators and immersive sales experiences; combine architectural understanding with buyer-facing communication.
- Develop high-quality AI-assisted film and advertising workflows for Spectra Studio, researching visual realism, shot planning, storyboard systems, character and environment continuity, prompt orchestration, image/video generation and editing to reduce the artificial look of generated content.
- Design and prototype AI-assisted operating workflows for email outreach and reply drafting, prospect research, lead generation, LinkedIn content and marketing, lead nurturing, proposals, quotations, invoices and payment follow-ups.
- Built Aether OS concepts and operational dashboards for project coordination, reporting and finance; explore multi-agent workflows and rapid MVP development using Claude Code, Codex, n8n and other AI-assisted creation tools.
- Own client discovery, pitch development, proposal creation and sales conversations alongside prototyping and delivery; assess emerging technologies for practical quality, speed, usability and commercial value.

Associate Vice President, Tech & Product | PropVR

Oct 2023 – Aug 2025 | Immersive technology, product innovation and enterprise delivery

- Led innovation and technology R&D across real-time 3D, metaverse applications, digital twins and interactive products, including work on Yas Island Metaverse and Bahri Ship Digital Twin with multidisciplinary delivery teams.

- Established and operated the Mumbai function and recruited a team of 30+ artists; onboarded, trained and mentored talent to adopt Unreal Engine and real-time production pipelines, quality standards and repeatable delivery practices.
- Contributed to growth strategy, business development and pre-sales through solution discovery, client discussions, technical concept development, presentations and feasibility input for complex immersive engagements.
- Introduced a centralized Unreal Engine asset library and explored Gaussian splatting, pipeline improvements and project-management automation to strengthen production reuse, coordination and technical capabilities.
- Bridged creative production, product thinking and client requirements; coordinated technical decisions and project execution with artists, developers, stakeholders and business teams.

SELECTED INNOVATION AND R&D INITIATIVES

Spectra Studio / Cinematic AI workflows — Research-led production workflows spanning concept, storyboarding, controlled character appearance, shot continuity, image/video generation, post-production and premium real-estate/brand visuals.

Explora / Interactive sales experiences — Browser-based spatial storytelling, property tours, visual configurators and interactive presentations combining UX, architecture, 3D and sales enablement.

Aether OS / Revenue and operations automation — Founder-operating workflows for sales outreach, lead qualification, email and LinkedIn marketing, follow-up, project tracking, invoicing and internal coordination.

Reality capture / Digital twins — Experiments and client-facing work involving Gaussian splatting, LiDAR and point clouds, Unreal Engine integration, large-scene optimization and scan-to-mesh evaluation.

Yas Island Metaverse and Bahri Ship Digital Twin (PropVR) — Flagship cross-disciplinary immersive projects requiring R&D, client requirements translation and coordinated technical and creative production.

EARLIER LEADERSHIP AND PROFESSIONAL EXPERIENCE

Co-founder & Director of Technology Innovation | Mothership Future Cities Laboratory | Aug 2020 – Oct 2023
R&D and production direction for immersive architecture, AR/VR, metaverse environments and web-based experiences; team guidance and experimentation.

Co-founder & BIM Guru | myBEAM LLP | Oct 2019 – Jan 2021

BIM consulting, training, integration and adjacent automation/immersive technology initiatives.

Director of Technology | The360Experience | Nov 2018 – Jan 2021

Immersive visualization, Unity/Unreal experiences, AR/VR and projection mapping.

BIM Manager / Consultant | ANJ Group | Nov 2018 – Nov 2019

BIM leadership and consulting; manager through May 2019, then part-time consultant.

Senior Architect & BIM Researcher | Beyond Design | Dec 2016 – Nov 2018

Architectural practice, research and BIM implementation.

Junior Architect | Prem Nath and Associates | Jul 2016 – Jan 2017

Architectural design and project work.

TOOLS AND WORKING KNOWLEDGE

Unreal Engine • Unity • BIM / Architectural Visualization • UI/UX Design • Generative Image & Video Tools • Claude Code • Codex • n8n • AI Agents & Workflow Orchestration • Gaussian Splatting • LiDAR / Reality Capture • Rapid Web Prototyping

EDUCATION AND PROFESSIONAL LEARNING

Bachelor of Architecture | Pillai College of Architecture | 2010 – 2015

AI for Everyone | DeepLearning.AI | May 2025