



Preyan Mehta

I'm an **Architect turned Creative Generalist** with a decade of experience in the realms of Design, Education, and Research. My primary focus centers on **Creative Direction, Creator Economy and Use of Future Tech (AI/ML, Metaverse, XR design, IoT etc).**

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Education

Bachelors of Architecture, HNGU
Gujarat (2010 to 2015) - Grade: B+

Achievements

1. Mentored 5000+ Students across 3+ Continents
2. Published 5+ Research Papers
3. Authored 01 Book
4. Undertaken 35+ Workshops
5. Self Taught 150+ Software
6. Designed+Developed 3 Edtech solutions

Work Experience

2017 to 2022

Assistant Professor/Lecturer

SSIU, APIED, HNGU, Indus

- Enhanced examination systems through innovative policies and formats, improving student performance by 12%.
- Boosted student engagement by 34% via technology integration, gamification, and advanced presentation methods.
- Improved course perception using Cognitive and Constructive learning methods, increasing post-graduation recommendation score by 3 NPRS points.

2022 to 2023

Chief Solution Strategist

Renderpub

- Built a unified Brand Identity Kit in just 7 days, ensuring cohesive branding across all platforms.
- Increased social media presence by 12% within 6 months through strategic content marketing.
- Developed robust Brand Strategy, driving user acquisition, retention, and sustainable business growth.

2013 to Present

Creative Generalist, Director and Futurist

Preyan Mehta Labs

- Established a versatile brand identity, diversifying into design, research (AI/ML, Spatial Design), and award-winning animated content ("Anvi").
- Launched 5+ SaaS products, including a ProductHunt-featured app, achieving 1M+ impressions and 30% YoY growth over 10 years.
- Delivered 50+ design projects, producing 10k+ digital creatives and 100k+ wireframes, and currently developing an original FPS game IP.

2024 to 2025

Freelance Instructor and Educator

Preyan Mehta Labs

- Conducted workshops on Metaverse, AI in Design & Architecture, Blender, Light Design, and Animation at institutes such as
 - School of Architecture, Parul University
 - Summer-Winter Workshop, CEPT University
 - School of Architecture, MIT (Pune)
 - School of Architecture and Design, Anant University
 - UID, Karnavati University
 - School of Architecture and Design, LJ University

Research Publications

Democratically Smart World- from neighbourhoods to the World

<https://bit.ly/demoSmartWorld>

- Discusses the evolution of human civilization, proposing a democratic, mutualistic system fostering symbiosis between humans, nature, and technology; concludes with the vision of a distant utopia, conceptualizing the world as an organism and cities as its organs.

Theory of Mutation for Spatial Design Education

<https://bit.ly/mutationSpatialDesign>

- Addresses curriculum challenges in Spatial Design education—a multidisciplinary blend of art, science, and technology—by proposing a Double Helical Framework rooted in Adaptive Learning, enabling continuous iteration and sustained curriculum relevance.

Democratically Adaptive Design Education

<https://bit.ly/demoAdaptiveDesign>

- Explores how the internet supports democracy as we approach Singularity through AGI, nanotech, and robotics—calling for a symbiotic human-nature-tech relationship. Proposes an adaptive, democratic model for bridging formal and non-formal design education.

Client brief to 3D Printed Construction- an AI integrated Architectural Workflow

<https://bit.ly/brief2construction>

- Proposes an AI-driven architectural workflow with 90% automation and minimal human input—streamlining tasks from client brief to construction drawings. Designed for rapid, one-day design cycles, enabling leaner business models and more time for creative iterations.

Juxtapositioning Metaverse over City fabric using Kevin Lynch's PENDL theory

<https://bit.ly/JuxtapositioningMetaverse>

- Proposes a framework to overlay the Metaverse onto cities using Lynch's P.E.N.D.L. theory, reducing friction between physical and virtual worlds. Uses Edges, Nodes, and Landmarks as entry points, with a scalable method for varied city types.

Industry Skills

Creative Direction;
Team Leadership;
Design Thinking;
Problem Solving;
Parametric Modelling;
Generative Modelling;
System Design;
Scientific Research and Writing;
Curriculum Design;
Instruction Design;
Agility and Adaptability;

Industry Software

Adobe Editing and Publishing Suite;
3Ds Max, Maya, Blender;
CAD (AutoCAD/ZWCAD etc);
Revit, Rhino, Sketchup;
Lumion, Enscape, Twinmotion;
Notion, Trello, Miro;

A.I. Skills

A.I. Automation;
A.I. System Design;
A.I. Thinking;
A.I. Prompting Engineering;
A.I. Ethics;
A.I. Augmented Design

A.I. Software

ChatGPT, Gemini, Claude;
Google NotebookLM;
Midjourney, Leonardo;
Meshy3D, Rodin, Tripo3D;
Runway, Veo, Pika;
Suno, Riffusion;
A.I. MCP Integration;
ComfyUI;
Lovart, Replit;

Interdisciplinary

Graphic, UI, UX Design;
Product Design;
Animation, Game Design;
Figma, Adobe XD, Lunacy;
Unreal Engine, Unity;
Wix, Webflow, Framer;