

Yuvaraj V

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Product Manager | GenAI Creative Tools, Creative Automation & B2B SaaS

SUMMARY

Product manager who finds the real problem, makes the call and ships it with the team. 4+ years at DeltaX building GenAI creative tools, ad platforms and marketing automation. Rebuilt Stunnr, DeltaX's GenAI creative editor, from scratch and own it end to end: customer discovery, strategy, PRDs, roadmap, delivery with engineering, design and QA, and launch. Brought GenAI into every step of making an ad, from writing and translation to image generation, reframing, size adaptation and text-to-speech. Designer-turned-PM who works hands-on in Figma, Photoshop, Illustrator and DaVinci Resolve, and uses GenAI tools daily to prototype and ship faster.

EXPERIENCE

DeltaX (AdBox Software Pvt. Ltd.), Bengaluru

Apr 2022 – Present

Associate Product Manager, Product Owner of Stunnr

Promoted 3 times: Product Analyst → Associate Product Designer → Product Designer → Associate Product Manager

Stunnr: GenAI creative editor and automation platform

- **Rebuilt from scratch** and own it end to end. One design becomes every ad size and data-driven variant, animated on a full timeline with rich export. Ran it solo for about a year: discovery, roadmap, PRDs, engineering and QA delivery, CEO reviews.
- **AI across the workflow:** brought GenAI into every step of making an ad: writing, translation, image generation, reframing, size adaptation, text-to-speech.
- **Creative at scale:** built data-driven variant generation from spreadsheet feeds into localised, brand-locked creatives at scale.
- **AI for retailers:** built a GenAI ad-creation tool that lets retailers make on-guideline creatives in every placement size.
- **Complex launches:** led on-site hackday sprints with the engineering team for major launches.

AI video creation

- One of two leads for AI video ads at DeltaX, owning the brief, AI generation, editing in DaVinci Resolve, aspect-ratio adaptation and delivery.

Birdigo: marketing automation (built from zero)

- Took the web app from concept to launch: email, SMS and WhatsApp campaign launchers, IFTTT-style automation flows, email A/B testing and reporting dashboards; designed team-based access management, integrations, a unified customer profile and inbox.

Platform and SMB products

- **BizGain** (self-serve Google/Meta ads for SMBs): redesigned settings and the pricing flow.
- **DeltaXOne:** built asset annotation and commenting for brand–agency creative review. **AdBox:** redesigned integrations and access management; built bulk label upload.
- Helped grow the product team: interviewing, reviewing assignments, and introducing sprint reviews, QA rituals and product review frameworks.

SIDE PROJECTS

- **Tabatha** (Chrome extension, live on the Chrome Web Store) and **Movie Vault** (web app, live): designed and built solo, from idea to release; code on github.com/Vajrayu.

SKILLS

Product: product discovery, customer research, strategy, roadmapping, PRDs, MVP definition, prioritisation, success metrics, stakeholder alignment, go-to-market

GenAI and creative tech: generative image and video, AI writing and translation, text-to-speech, LLM-powered features, creative automation; Claude, OpenAI, Gemini, Cursor, Lovable

Tools: Figma, Photoshop, Illustrator, DaVinci Resolve, Jira, Notion, Excel

AWARDS

Growth Catalyst Award (2026), Product Orchestrator Award (2026), Product Maverick Award (2025), DeltaX

EDUCATION

B.E. Computer Science Engineering, Rajarajeshwari College of Engineering

2018 – 2022