

Pavlo Puzikov

Innovation Researcher · Applied AI · Marketing and Partnerships

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PROFILE

Innovation researcher working across product research, applied AI, and go-to-market. I run technology and trend research, prototype the systems that come out of it (immersive 3D, autonomous agents, computational valuation), and brief stakeholders on where the next bets are. Over the last twelve months I've shipped ten production research and product applications and represented two brands on-stand at four international tech expos. Single-operator using agentic AI workflows.

CORE COMPETENCIES

AI & ML

LLM fine-tuning (LoRA, QLoRA), RAG, multi-agent orchestration, retrieval over private knowledge bases, agentic workflows, prompt engineering, computer vision, 3D Gaussian Splatting.

MARKETING & BD

International tech expos (GITEX, LEAP), partnership development, brand activation, creative marketing and content QA (graphics, copy, working with designers), SEO and AEO, multilingual content, LinkedIn and content strategy, demand generation.

TOOLS

AI CODING AGENTS

Claude Code, Google Antigravity, OpenAI Codex, Cursor, GitHub Copilot.

WEB DESIGN AND BUILD

HTML and CSS, front-end design, Wix, Squarespace, Webflow, Framer, Figma.

ENGINEERING (AI-AUGMENTED)

TypeScript, Python, Next.js, React, Node.js, FastAPI, PyTorch, PostgreSQL, Prisma, Tailwind, Vercel, AWS, Docker, Git, Linux. Production code authored alongside SOTA coding agents (Claude Code, Codex, Antigravity); I'm strongest at architecture, integration, and shipping.

DATA & INTEL

Traffic and performance benchmarking, market sizing, correlation analysis, audience research, web-data extraction, geospatial risk modelling, BI dashboards (Apache Superset, PostHog).

GENERATIVE MEDIA

SOTA image and video generation (Midjourney, Sora, Runway, Veo, Flux, Stable Diffusion), AI voice and music tools.

PRODUCTIVITY

Notion, Linear, Twenty CRM, HubSpot, LinkedIn Sales Navigator, Google Workspace, Microsoft 365.

PRODUCT & RESEARCH

Technology and trend scouting, immersive-tech and AI prototyping, value-proposition testing, user research, roadmap framing, competitive teardowns.

VISUALISATION

Real-time 3D, 3D Gaussian Splatting, virtual environments, photogrammetry, Cesium, AI-assisted media for film and real-estate storytelling.

3D AND SPATIAL

3D spatial scanning (LiDAR, photogrammetry), 3D Gaussian Splatting capture and editing, Cesium, Three.js, Blender.

ANALYTICS AND BI

Apache Superset, PostHog, Google Analytics, Similarweb, Semrush, Ahrefs.

EXPERIENCE

Product Innovation Researcher

JUN 2025 to PRESENT

BARNES Dubai · Dubai, UAE · world's largest international luxury real-estate network (60+ countries)

Lead the technology and innovation research function; single-operator product, ML, and applied research across ten production applications.

- **Atlas.** Built and shipped an entity-centric real-estate valuation platform. It runs a confidence-tiered ontology, does hex-grid geospatial risk modelling (flood, vegetation, urban classification), and produces six-month price forecasts. Pulls from RTA, KHDA, EIBOR, World Bank, and Airbnb open datasets.
- **Barnes AI.** Fine-tuned a domain LLM for Dubai luxury real estate on roughly 9,600 instruction pairs sourced from Dubai Land Department, UK Land Registry, France DVF, Singapore URA, and the World Bank. Deployed via QLoRA in Ollama, so per-query cost is zero. I then wrapped it in a multi-agent research system that ingests ten or so sources (transaction registries, listing portals, social, news, CRM) and turns multi-day analyst cycles into on-demand briefs and ranked opportunities.
- **3DGS Research.** Productionised an applied 3D Gaussian Splatting research pipeline. It covers scanned interiors, AI-generated scenes for *unbuilt* properties (video diffusion, novel-view synthesis, monocular depth), and a city-scale capture pipeline. The work was submitted to **SIGGRAPH Asia 2026** (Tech Communications track) on applied 3DGS in luxury real estate.
- **Dubai Digital Twin.** Combined the 3DGS pipeline with Google Street View capture to stand up a city-scale Gaussian Splatting twin of Dubai. The first georeferenced building, Onyx Tower, is live in the property-search flow.
- **Innovation Portal.** Built the executive cockpit for the BARNES Dubai innovation programme: project status, valuation analytics, competitive signal, and a document workspace, with multilingual role-based access and embedded Apache Superset BI.
- **Splat Viewer.** A web-native 3DGS viewer with mobile tap-to-move navigation, LOD streaming, and golden-hour relighting. It's the customer-facing layer for both scanned and AI-generated luxury properties.
- **Websites and Landing Pages.** Shipped the public marketplace (Smart Deal Global), a multilingual marketing site (hreflang, structured data, four languages), and a mobile scan-and-recognise tool. Ten production web applications in twelve months.

Marketing & Partnerships Lead

JUN 2025 to PRESENT

Living Homes · Dubai, UAE · *promotion from Market Research Specialist*

Own marketing, partnerships, and digital presence for a luxury smart-home developer; co-drive global expansion alongside BARNES Dubai.

- Run the brand's official LinkedIn and the wider digital-channel mix (content calendar, audience engagement, performance analytics). The mix drives qualified inbound from regional partners and end clients.
- Represented Living Homes and BARNES Dubai on-stand at four international technology expos: **GITEX Global 2024 and 2025** (Dubai), **LEAP 2025** (Riyadh), and **GITEX Asia 2025** (Singapore). Led business-development conversations, qualified partners and prospects, and helped expand both brands into Saudi Arabia and Southeast Asia.
- Run continuous competitive research across traffic benchmarking, positioning, pricing, and feature comparison. The outputs feed directly into product, sales, and partnership decisions.
- Track the broader innovation and technology landscape (AI, immersive tech, PropTech) and brief stakeholders on opportunities and future directions for the product. The research helps leadership understand where to bet next, not what to ship tomorrow.
- Coordinate regional partner relations across the Gulf and EU, and produce multilingual marketing materials alongside ongoing computer-graphics research.

Market Research Specialist

SEP 2024 to JUN 2025

Living Homes · Sofia, Bulgaria

Studied emerging AI and smart-home applications across EU and UAE real-estate markets.

- Built a custom multi-agent research system that automates competitive-website analysis, structured extraction, and ranked-insight reporting. It turned weeks of desk research into hours.
- Analysed positioning, traffic, and feature sets across 50+ smart-home and PropTech vendors, and surfaced differentiation gaps and partnership opportunities.
- Tracked advancements in applied AI, computer vision, and spatial computing, and distilled implications into executive strategy briefs.
- Produced insight artefacts (market maps, opportunity briefs, competitor teardowns) used to inform expansion and partnership decisions.

Web Design & Development Intern

JUN 2024 to AUG 2024

W Korea · Seoul, South Korea (remote)

- Contributed to web design and front-end development workstreams within a brand-led editorial environment; produced layout, motion, and asset work for a flagship fashion-publishing title.

Marketing Intern

NOV 2022 to FEB 2023

Hyundai Motors New Zealand (Inspire Marketing) · Auckland, New Zealand

- Delivered campaign work across Hyundai Motors NZ, Isuzu Utes NZ, and Renault NZ spanning advertising, web, social, market research, email, and copywriting.

Customer Vehicle Representative

JUL 2022 to NOV 2022

Hertz New Zealand · Auckland, New Zealand

- Customer-journey engagement and operations work across the rental lifecycle.

EDUCATION

Bachelor of Commerce, Marketing and Management

The University of Auckland

AUG 2020 to DEC 2023

Secondary Diploma

Scots College · Wellington, New Zealand

FEB 2014 to NOV 2019

Certifications

Introduction to Data Analytics · Foundations of User Experience (UX) Design

Languages

English (fluent) · Russian (fluent) · Ukrainian (working) · French (working)

SPEAKING & EVENTS

GITEX Global 2025

DUBAI, UAE On-stand BD · Living Homes & BARNES Dubai

LEAP 2025

RIYADH, SAUDI ARABIA Saudi market entry · Living Homes & BARNES Dubai

GITEX Asia 2025

SINGAPORE Regional expansion · Living Homes & BARNES Dubai

GITEX Global 2024

DUBAI, UAE On-stand BD · Living Homes

SELECTED RESEARCH & OUTPUT

SIGGRAPH Asia 2026 (submitted) · Tech Communications track. *Applied 3D Gaussian Splatting in luxury real-estate visualisation.*

Internal publications. Product-innovation reports, competitive teardowns, market briefs, valuation methodology notes, and open-source tooling around 3DGS and multi-agent orchestration. Available on request.