YULIO®

Client Conversations

Yulio VR and the Power of Presentations - A Live Discussion of VR Success

A Conversation with
Victor Herrera of Gensler
Architects

Recently Regiane Laveli, the Sales Manager at Yulio had a chance to sit down with Victor Herrera, a Senior Designer from Gensler, a distinguished architecture firm.

Victor Herrera is a multi-disciplinary designer with an unrelenting passion for the creative process and a broad depth of experience spanning healthcare, cultural, residential, and commercial architecture. With over a 20 years of experience, Victor brings a rare combination of technical expertise, design sensibility, and storytelling ability to every project he touches.

Victor Herrera
Senior Designer
Gensler

Currently at Gensler, Victor is part of the Design Technology group in Los Angeles, where he bridges creativity with innovation—developing tools and workflows that elevate design quality across teams and regions. His contributions have included retail prototype design for Microsoft, Skechers, consumer experience centers and he has expanded his influence in client relationships and firmwide thought leadership. Victor's multi-talented approach, from architectural visualization to strategic design workflows, reflects his relentless drive to push creative boundaries.

During this conversation Regiane and Victor discussed the many ways VR can make impactful impressions during client presentations. We've gathered some highlights from this conversation to share some examples of the success of VR.

What motivated you to try VR instead of traditional presentations for work?

Well, one of the things that I noticed immediately was the visceral reaction to the scale. Once you are immersed in the space, you can really have better judgement of how big things were, what they really look like. And every time I would take that headset and and hand it to somebody else, they had that same reaction.

And it wasn't always a positive reaction in the sense where it was like, wow, this is amazing. That design is great. There were always 2 reactions. The first reaction was always like, wow, this is cool. The second reaction was, “Yeah, we need to change that.” “I think we should probably make this a little longer or maybe bring the material down”. And so right away you were able to make new decisions when you were able to experience the project in first person in stereoscopic 3D.

How was the learning curve? Not only for the team, but also for the clients and stakeholders?

For the team initially not too difficult. I think there's applications out there right now that make it very plug and play like Yulio. There's applications where you can just go in and drop your your views and be able to use it right away. So that part has been for the most part quite simple. And for the client, it's more about form factor, comfort, being able to feel like they won't be dizzy when they put the headset on.

For a quick story, I think we shared one of our designs in a panorama on a phone similar to Street View on Google Maps. We sent the images to our clients in the beginning of the meeting and that was a mistake because during the whole meeting, our client was just swirling in his chair, just looking at the space and he was so excited. He was just playing around with it. So it's been positive.

Why is Yulio your choice for VR presentations?

Yulio is a great compromise between having that super high-end bespoke presentation tool and something that's more readily accessible. It's that in-between that I think right now works amazingly for us. And the reason for that is that VR technology isn't quite there with being able to render real spaces flawlessly, Mobile experiences can have low frame or refresh rates and getting things in 4K and rendering with using ray tracing isn’t there for mobile experiences. And this might be nerd talk to some of the audience, but this is, these are all of the things that we're trying to solve. And sometimes the technology, the hardware, the software isn't quite there to get a seamless experience.

But when you have something like Yulio where you're able to curate a 3D tour where you can have the person progress through a project and that therefore you can decide what portions of a project you want to render at high resolution, be able to get those views into the headset. So with Yulio you minimize lag, you minimize the skill set of the learning curve to use that software and it's a very nice in-between that I think goes a long way.

We would love to know more about your experiences with clients and storytelling with VR

Most recently, we had a presentation with Skechers. We've been working with them on a new retail prototype for one of their stores and very excited to partner with them. We had some very cool concepts that we wanted to share and we had a final executive meeting with the executives there. The whole team was there. And at the end of the presentation, after showing them our two PDF presentations, we had the VR experience to share.

And the comment that we received from the CEO after he took the headset off was, “You know, before I really liked the project before, but now I love it.” And that was s great success. That's as much as you can ask for.

I think that once he was inside the store and he was able to see the beautiful displays that we designed and he can really get a feel for the concept and the vibe of what we were trying to do, he was sold! And that made us feel more confident about what we were proposing. And then he immediately told his internal team, “Get me one of these, give me a headset. I want to be able to see all of our projects this way.”

So that was a very positive experience.

How do VR experiences impact the decision making during the project?

It certainly helps a lot. I think the clients immediately known whether something is going to work and not work. So, in the past we would go through iterations of concepts or designs and the client can only experience this on the page. And a lot of our clients, you know, are not architects. They hire architects. They just do this for them. They don't understand 3D space the way we understand it because we're in it every day. We orbit around the model; we understand every nook and cranny. So, it's difficult for some of our clients to be able to visualize exactly what we're trying to talk about.

So having that piece of technology for them to turn on and use immediately helps them understand. It has helped that design process to limit iterating or coming up with different options too. I think once they put the VR headset, they understand it.

If you were able to summarize the value of VR in one sentence, what would what would it be?

I think there's nothing else really like it. It does have so much value. Like in my Skechers example, I think it really illustrated that it really sold a client that was already sold on our designs. And just being able to say that I think is value enough in in implementing VR into our work flows and the presentations.

Transform your Projects and Presentations with Yulio

Victor’s experience highlights just how impactful VR can be in marketing and client engagement. Whether you're showcasing conceptual designs, streamlining RFPs, or reducing costly physical mock-ups, Yulio provides the tools to elevate your visual storytelling. Want to see how Yulio can enhance your workflow? Book a demo today and discover how to create immersive, interactive presentations that leave a lasting impression.

About Yulio

At Yulio, we understand the challenges you face. That's why we've created a game-changing solution that requires almost no training. With our revolutionary VR and AR cloud rendering platform, you'll create more immersive presentations and AR objects directly from Revit and make client communication more efficient.

Ditch the PDFs and craft presentations that truly transport your clients. With Yulio Jump, you can transform static CAD projects and 3D models into immersive experiences in just a few clicks. **Create** captivating virtual tours, **Enhance** them with rich media, and **Present** seamlessly via URL or VR headset, all while tailoring the content for each client. Upgrade your presentations and elevate the client experience – the future is here.

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