



HIRAL PRAJAPATI

AI & Generative Content Specialist | Digital Creative

Creative and results-driven digital specialist with 10+ years of experience in UX/UI, branding, and content creation. Recently transitioned to AI-focused work, leveraging ChatGPT, Midjourney, DALL·E, and Canva AI for generative content creation, digital products, and workflow optimization. Skilled at combining creative strategy, problem-solving, and efficient workflows to deliver high-quality solutions for businesses and creators.

WORK EXPERIENCE

HIRALSCREATIONS

Generative AI Specialist | Digital Creator Jan 2024 – Present

- Generative Video Creation – Created AI-assisted short-form videos using prompt-based generative tools and editing workflows.
- Prompt Engineering – Designed structured prompts for tools like ChatGPT, Midjourney, and DALL·E to generate high-quality visuals.
- Prompt Testing & Iteration – Refined prompts through iterative testing to improve output quality and consistency.
- AI Content for Product Experience – Developed AI-generated visual assets to support digital product and user experiences.
- Reusable Prompt Systems – Built reusable prompt frameworks and organized prompt libraries for scalable content creation.
- AIGC Trend Awareness – Applied emerging AI content generation trends to create modern visual outputs.
- GPT-4o / Sora Experience – Experimented with GPT-4o and Sora for AI image and video generation workflows.
- Lead creative projects using generative AI tools to produce marketing content, social media visuals, and digital products.
- Help clients set up and design Shopify stores, including product layouts, branding integration, and content strategy.

INTERKNOWLOGY

UX UI Designer Mar 2021 – Sep 2023

- Designed dashboards and interactive applications for healthcare, automotive, and election systems.
- Translated complex datasets into intuitive interfaces, improving usability and decision-making.
- Conducted user research and usability testing to identify pain points and optimize workflows
- Collaborated closely with product managers, developers, and stakeholders to ensure business goals were met.

CONTACT

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EXPERTISE

Generative AI Content Creation
Prompt Engineering
AI-Assisted Marketing
Social Media Content
Digital Product Creation
UX/UI Strategy & User-Centred Design
Brand & Visual Storytelling
Content Strategy & Creative Direction
Workflow Optimization & Productivity
Shopify Store Setup

PERSONAL SKILLS

Creative Problem Solver
Strong Attention to Detail
Clear & Empathetic Communicator
Self-Directed & Fast Learner
Adaptable to New Tools & Technologies
Organized & Deadline-Driven
Client-Focused Mindset

SOFTWARE SKILLS

AI & Generative Tools

- ChatGPT
- Midjourney
- DALL·E
- Canva AI

Design & UX Tools

- Figma
- Sketch
- Maze
- Miro
- Balsamiq

Creative Software

- Adobe Photoshop
- Adobe Premiere Pro

Web & Digital Platforms

- Shopify
- Wix
- Systeme.io

Productivity & Collaboration

- Google Workspace
- Notion
- Trello

EDUCATION

New York Film Academy
Certificate in Multimedia & Design
2013

Master's in IT
2011

CERTIFICATIONS & COURSES

Prompt Engineering Specialization

Master AI for Digital Marketing &
Content Creation

RESORTSUITE (AGILYSYS)

UX UI Designer Mar 2018 – Dec 2020

- Led redesign of the booking system, enhancing user experience, accessibility, and process efficiency.
- Conducted detailed research, interviews, and usability testing to inform design decisions.
- Developed wireframes, interactive prototypes, and high-fidelity UI designs to align with business requirements.
- Worked cross-functionally with development teams to ensure seamless implementation and quality assurance.

3C WEBSITES & MARKETING SERVICES

UI Designer Sep 2015 – Dec 2017

- Partnered with clients to understand their brand, goals, and user needs, delivering tailored visual and interactive solutions.
- Designed website layouts, landing pages, and marketing materials that improved engagement and conversion.
- Provided ongoing design support and optimization to ensure client satisfaction.

DABAKAROV

UI Designer Nov 2013 – May 2015

- Developed marketing visuals, social media graphics, and brand materials for a premium jewelry brand.
- Maintained brand consistency across campaigns and online presence.
- Collaborated with marketing and sales teams to create visually appealing campaigns that supported business growth.