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

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
Self-Employed / Freelance Jan 2024 – Present

- 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.

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.

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

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.