# KARAN B. PRAJAPATI

**Graphic Designer & Video Editor**

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## PROFESSIONAL SUMMARY

Graphic Designer & Video Editor with 6+ years of experience in brand identity, print production, and visual design, complemented by short-form video editing and motion content. Skilled across the full Adobe Creative Cloud workflow, with recent expansion into AI/GenAI content production — image generation, video, and prompt engineering — to speed up delivery and scale output. Track record includes up to 32% social engagement growth and a 30% reduction in pre-press reprint errors.

## SKILLS

**AI & Emerging Tools:** AI Image Generation | AI Video Production | AI-Assisted Content Strategy | Prompt Engineering

**Design Software:** Adobe Photoshop | Adobe Illustrator | Adobe InDesign | Adobe Premiere Pro | Adobe After Effects | Adobe XD | CorelDRAW | Canva

**Design & Content:** Brand Identity Design | Print Production | Typography | Layout Design | Packaging Design | Web Design | Social Media Design | Motion Graphics | Video Editing

**Platforms & CMS:** Shopify | WordPress | Hostinger

**Core Competencies:** Pre-Press & Print Management | Client Communication | Quality Control | Visual Storytelling | Deadline Management

**Languages:** English (Fluent) | Hindi (Fluent)

## EXPERIENCE

**Freelance Graphic Designer & Video Editor** | Krypton Media, Remote **2025 – Present**

- Manage the full client lifecycle — acquisition, concepting, revisions, and final handoff — across 10+ freelance design projects for 5+ small-business clients, with consistent on-time delivery.
- Designed brand identity systems (logos, colour palettes, typography, usage guidelines) for small-business clients, establishing consistent visual identities across digital and print touchpoints.
- Produced AI-generated content campaigns end-to-end — image generation, video production, and voice/lip-sync — using tools including GPT Image, Nano Banana Pro, Google Flow, and Muapi.ai, applying prompt engineering to maintain visual and brand consistency across a multi-platform content pipeline.
- Built a WordPress website for a small-business client with no prior web presence, extending freelance service offerings from design into basic web development.

**Retail Associate** | Dollarama, Vancouver, BC, Canada **2024 – 2025**

**Print Production Assistant** | The Print Culture, Surrey, BC, Canada **2023 – 2024**

- Operated 3+ production machines daily, maintaining output accuracy across 50+ client print jobs per week.
- Produced marketing and product artwork in Photoshop, Illustrator, InDesign, and CorelDRAW for 20+ active clients.
- Reduced reprint requests by an estimated 30% by implementing systematic pre-press quality checks.

**Junior Graphic Designer** | Design Point, Gujarat, India **2020 – 2022**

- Produced layouts and creative assets for a regional brochure campaign reaching 3,000+ prospects in the Gandhinagar market.
- Contributed to visual identity projects for 8+ clients, supporting brand positioning and promotional rollout under senior design direction.
- Delivered creative assets across 6+ formats — catalogs, menus, business cards, flyers, and product packaging — for clients spanning multiple industries.

## AI & GENERATIVE AI PROJECTS

Designed and executed a full AI content production pipeline for a branded social campaign — image generation, short-form video, and lip-synced voice content — managing consistency across GPT Image 2, Nano Banana Pro, Google Flow Omni, and Muapi.ai. Applied prompt engineering to control style, character continuity, and output quality at scale.

## ADDITIONAL VENTURES

**Founder, Krypton Studio (E-Commerce Streetwear Brand)** | kryptonstudio.in **2025 – Present**

- Launched and operated an independent streetwear e-commerce brand — building brand identity, product design, and the storefront website, initially built on Shopify and later migrated to Hostinger for the ongoing store.

## EDUCATION

Diploma in Graphic Design | Baroda Institute of Technology (BIT) | 2017

Bachelor of Arts | IEC University, India | 2015 – 2018

## CERTIFICATIONS

- Google AI Essentials — Google, Jul 2026
- Advance Your Skills in Graphic Design — LinkedIn Learning, Aug 2023