

Prajyoti Chetan Patil

Creative Director | Content Strategy, Visual Storytelling & Product Experience | AI-led Storytelling

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PROFESSIONAL SUMMARY

Creative Director, Visual Storyteller, and AI-driven Content Specialist with 20+ years of experience in film, digital media, animation, and enterprise content production. Expertise in visual storytelling, nonlinear editing, motion graphics, VFX, color enhancement, and AI-assisted content creation workflows. Skilled in crafting compelling visual narratives through editing, pacing, scene composition, and post-production techniques for short-form and serialized content. Experienced in prompt engineering, AI content refinement, and human review of AI-generated outputs to ensure storytelling coherence and production quality. Proven ability to lead creative teams, rapidly adopt emerging technologies, and collaborate with product, engineering, and media teams to deliver high-impact visual experiences..

CORE SKILLS

Video Editing & Post Production:

Nonlinear Editing, Visual Storytelling, Scene Flow & Pacing, Short-form Content Editing, AI-assisted Editing Workflows, Video Finaling

Motion Graphics & VFX:

Motion Graphics, VFX Integration, Color Grading & Enhancement, Animation, Visual Composition

AI & Prompt Engineering:

Prompt Engineering, AI Shot Editing, Human Review of AI-generated Content, Workflow Automation, AI Content Validation, Agentic AI Workflows

Tools & Platforms:

Adobe After Effects , Premiere Pro, , Photoshop, Illustrator, Figma, Adobe Firefly, Runway, Luma, Leonardo AI, Kling, Flow, HeyGen, Veo, Gemini

Collaboration & Leadership:

Cross-functional Collaboration, Stakeholder Management, Creative Leadership, Team Development, Agile Production Workflows

ADDITIONAL TECHNICAL SKILLS

Short-form Content Production, Microdrama Editing, Storyboarding, Dialogue Synchronization, Audio Editing, Content Production Workflow, Creative Prompt Design, Quality Review & Content Validation, Generative AI Content Creation

EDUCATION

MBA – Advertising & New Media | United Business Institute (Distance Learning)

Brussel, Belgium (January 2011 to January 2012)

Diploma in GD Art (Equivalent to Bachelor's Degree) | L. S. Raheja School of Art

Mumbai, India (June 2002 to April 2004)

Art Foundation | L. S. Raheja School of Art

Mumbai, India (June 2000 to April 2001)

CERTIFICATIONS

- Professional Certificate Programme in Design Thinking and Innovation with AI: IIM, Kozhikode
- UI UX: Google Certification
- Educational Game Design Certified: Bahcesehir University: Udemy
- Game Writing: Storytelling through Video Game Design: Udemy
- Certificate Non-Linear Video Editing, Govt Polytechnic, Mumbai

PROFESSIONAL EXPERIENCE

Zeus Learning | Visual Communication & Animation Specialist

- Applied AI-assisted workflows to improve content production speed by 30–40%.
- Created motion-driven visual narratives and interactive content using storytelling principles and animation techniques.
- Collaborated with product and technical teams to ensure consistency across visual outputs and user experiences.

UVA Studios | Creative Director

- Directed video production, motion graphics, editing, and visual storytelling for marketing and branded content projects.
- Led post-production workflows involving motion design, scene composition, pacing, and visual enhancement.
- Implemented AI-enabled creative processes and prompt-driven workflows to improve production efficiency and content quality.

Zobble Solutions | Lead Senior Visual Communication Designer

Led motion graphics and digital content production for marketing and learning projects, translating business requirements into engaging visual experiences. Collaborated with stakeholders to improve communication effectiveness while mentoring junior designers and strengthening creative quality and delivery standards.

TATA Interactive Systems | Graphic Executive

Designed UI, animation, and multimedia assets for global eLearning platforms, contributing to large-scale enterprise training programs. Improved learner engagement through motion graphics and video-based content while supporting efficient production workflows and cross-functional collaboration.

Killick Challengers, ADAC Studio | Visualiser

Developed multimedia presentations and video-based training content to enhance learning experiences for employees and management. Created visually engaging communication materials while supporting creative execution and production workflows.

KEY VALUE TO BRING

- Ability to connect business strategy with end users at scale
- Strong leadership in driving design transformation within organizations
- Deep understanding of both creative and technical aspects of design