

ARYAN RAJPUT

Product Videographer | AI Creator & Editor | Product Storyteller

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SUMMARY

AI creator, video editor, and product storyteller with hands-on experience spanning generative media production, product demos, motion-led web experiences, VFX, technical content, and founder-led product communication. Known for taking ambiguous briefs and turning them into clear, polished assets: shaping narrative, defining visual language, coordinating production, editing for pace and clarity, and delivering across web, social, and demos. Co-founder of ProspektLab with immediate availability in Meerut.

EXPERIENCE

AI Creator & Editor | Confidential AI Media Company | Aug 2025 - Mar 2026

Generative media production and AI-assisted creative workflows

- Created and edited AI-generated movies, shows, video and audio assets, artwork, scripts, and related creative materials in a fast-moving production environment.
- Owned the production path from interpreting a brief and shaping a concept through generation, assembly, editorial, motion, sound, quality review, and final delivery.
- Built repeatable workflows for asset organization, version control, review, and delivery across multiple media formats.
- Collaborated across creative and technical workstreams to resolve ambiguity, strengthen narrative coherence, and deliver polished work under deadlines.

Co-founder, Product & Visual Content | ProspektLab | 2024 - Present

AI-native financial research workspace for Indian retail investors

- Co-founded and shaped the product narrative for an AI-native financial research workspace, translating complex research workflows into clear customer-facing language and visuals.
- Designed product demos, launch pages, feature explanations, and visual communication systems that help users understand what the product does and why it matters.
- Worked across customer discovery, positioning, website messaging, content, and early distribution to move the product from concept toward a usable public experience.
- Turned data workflows, research signals, and AI outputs into concise briefs, explainers, and product stories for users, partners, and stakeholders.

Founder, Creative & Product Content | Zypheria | 2024 - Present

AI voice acquisition and B2B sales automation platform

- Built the visual and messaging system for an AI voice acquisition product, including product pages, demo narratives, acquisition content, and customer-facing explanations.
- Translated technical systems, voice-agent workflows, and sales automation concepts into clear stories with strong pacing, structure, and visual hierarchy.
- Created motion-led web experiences and campaign assets designed to explain the product quickly and move a visitor toward a relevant next action.
- Owned the full content loop from brief and narrative structure through edit, iteration, publishing, and feedback with a small, fast-moving team.

Founder, Web & Visual Content | itsaryan.com / VisionCraft | 2024 - Present

Independent portfolio, publishing, and product-marketing platform

- Designed and shipped a multi-page portfolio with motion, video, visual systems, product pages, SEO, responsive layouts, and conversion paths.
- Built VisionCraft into a weekly technology publication with more than 1,600 readers, combining editorial judgment, visual packaging, and technical storytelling.
- Produced a repeatable brief-to-release workflow for articles, product pages, motion assets, thumbnails, and launch content across the site and social surfaces.
- Managed publishing, iteration, asset organization, and website operations end to end without a separate production or marketing team.

SELECTED PROJECTS

ProspektLab: product narrative, research workflows, visual explainers, launch pages, demos, and customer-facing content for an AI-native finance research workspace.

Zypheria: product positioning, visual system, motion-led web content, AI voice demos, acquisition pages, and technical explainers for a B2B automation product.

itsaryan.com: a hand-built portfolio and publishing system combining responsive frontend, video, motion, SEO, product pages, and a clear hiring/contact path.

VisionCraft: a weekly technology publication with 1,600+ readers, built around concise essays, strong visual packaging, and repeatable editorial production.

CORE SKILLS

Creative production: generative media, storyboarding, visual development, product demos, feature highlights, shot planning, visual pacing, creative direction

Post-production: video editing, VFX and motion, sound and color polish, captions, thumbnails, version control, asset organization, web and social exports

Product communication: technical explainers, product narratives, launch content, website copy, customer-facing demos, positioning, content systems, SEO

Build and operate: HTML, CSS, JavaScript, Python, AI product workflows, AWS deployment concepts, responsive frontend, analytics, publishing operations

SELECTED ACHIEVEMENTS

- Built and shipped multiple live product and portfolio experiences from a blank page through narrative, design, implementation, and release.
- Created end-to-end AI media workflows that joined concept development, generation, editorial, motion, sound, review, and delivery.
- Grew a weekly technical publication to more than 1,600 readers through consistent writing, packaging, and distribution.
- Worked across product, content, design, engineering, and early GTM without relying on a large specialist team.

WORKING STYLE

Self-directed and comfortable with ambiguity; strong at clarifying the brief, choosing the right level of polish, moving quickly through iterations, and keeping the final output clear for the person who has to watch, understand, or act on it.

ADDITIONAL

Self-taught operator | Immediate availability | Meerut-based | Open to local or remote collaboration | Portfolio: itsaryan.com