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## Transforming Freelance Designers in the Digital Creative Economy through AI Visual Prompting

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**Abstract:** The rapid advancement of generative artificial intelligence (AI) tools such as Midjourney, DALL·E, and Stable Diffusion has fundamentally transformed the creative industry, particularly the freelance design sector. This study aims to explore how Indonesian freelance designers reinterpret their professional identity amid AI integration. Using a qualitative phenomenological design through Interpretative Phenomenological Analysis (IPA) combined with Critical Discourse Analysis (CDA), the research involved six freelance designers who actively use AI visual prompt tools in their work. The findings reveal a paradoxical dynamic: AI serves as an efficiency catalyst while simultaneously generating emotional and professional tension. Designers respond to this disruption through three strategies; embracing AI as a collaborative accelerator, reaffirming the irreplaceable value of human creativity, and adopting adaptive economic strategies to maintain relevance in the gig economy. The study concludes that AI does not replace designers but repositions them as strategic mediators who combine technical literacy, critical reflection, and artistic intuition. These insights contribute to design research by illuminating how creative professionals renegotiate value and authorship in the digital creative economy.

**Keyword:** AI visual prompt, Freelance Designer, Phenomenology, Creative Identity, Digital Creative Economy.

### INTRODUCTION

The rapid advancement of artificial intelligence (AI) technologies, particularly generative AI and visual prompt tools, has significantly reshaped the global creative industry ecosystem. Platforms such as Midjourney, DALL·E, and Stable Diffusion enable the production of high-quality visual content within seconds, simultaneously blurring the line between human creativity and digital automation (Knochel, 2023; Zhou & Lee, 2024). According to the (Forum, 2023), over 23% of global jobs are expected to undergo substantial transformation due to AI adoption, with creative professions being among the most affected. This shift has sparked new debates regarding the nature of creativity and originality in an era dominated by automated visual outputs, where human and AI collaborative works often raise questions of authorship and authenticity (Messer, 2024). Furthermore, research indicates a

paradoxical effect of AI efficiency: while productivity increases, the value of human skill and the nuanced touch in creative processes is increasingly challenged (Wei et al., 2025).

Recent qualitative studies reveal a pronounced ambivalence among creative workers toward AI. (Öztaş & Arda, 2025) found that creative professionals in Istanbul perceive AI both as a collaborative opportunity that accelerates the design process and as a technocratic threat that constrains autonomy and heightens job vulnerability. Similarly, (Lee et al., 2025) observed that AI contributions in design remain largely concentrated in the later stages (solution development), whereas early design phases requiring empathy, intuition, and human reflection remain irreplaceable. Additional exploratory research (Jia et al., 2025) suggests that creatives respond to AI integration with practical adaptive strategies, such as redefining roles and leveraging AI as a supportive tool to sustain themselves in a transforming creative economy.

A similar phenomenon is observable in Indonesia. Recent data indicate that the creative economy contributed approximately 7.44% to Indonesia's GDP in 2023 (Lestari & Mun'im, 2022), with gross value added continuing to rise post-pandemic, exceeding IDR 1,300 trillion (Katadata, 2024). The sector has also generated employment for over 22 million individuals, positioning it as a cornerstone of the national digital economy. Within the freelance design domain, platforms such as Sribu.com highlight that, despite widespread AI adoption, human creativity remains essential to preserve quality, personalization, and the authenticity of outputs (Bisnis.com, 2025). Nonetheless, in practice, many freelance designers encounter situations where clients present AI-generated mockups, shifting the designer's role from a full creator to that of a curator or finisher (Erickson, 2024).

This situation has given rise to a series of tangible challenges, including: (1) increasing pressure on design rates due to the perception that design outputs can be produced instantaneously; (2) concerns regarding plagiarism and the erosion of originality and (3) the complexity of formulating value proposition strategies, deciding whether designers should position themselves as prompt engineers, editors of AI-generated content, or continue to focus on manual, skill-based creative work (Alam & Haikal, 2024; Mufid, 2023).

The root of these issues can be traced to several factors. From a technological perspective, access to AI has become increasingly affordable and accessible, lowering the entry barriers to the design industry (Santiago et al., 2025). Culturally, society has grown accustomed to instant visual consumption, shifting priorities from the creative process toward rapid and cost-efficient outputs. In terms of regulation, literacy regarding copyright and ethical AI usage remains limited, creating gray areas concerning the originality of creative works. From a market standpoint, the instability of freelance work positions designers with weak bargaining power, as highlighted by the creative labor theory, which underscores the vulnerability of creative workers within the digital capitalist system (Gill & Pratt, 2008).

If this phenomenon is left unaddressed, the consequences could be severe. Declining income may undermine the sustainability of designers' careers, while the erosion of creativity and the uniqueness of outputs could lead to the homogenization of visual culture. Moreover, there is a risk of deskilling, as reliance on AI may diminish manual competencies (Crowston & Bolici, 2025). This scenario threatens to reduce the long-term quality of design outputs and simultaneously weaken the reputation of the local creative industry in the global market.

On the other hand, this issue also affects social, cultural, and educational dimensions. The professional identity of designers, public appreciation of human creativity, and the orientation of design education may undergo fundamental changes. Consequently, it is crucial to understand how freelance designers interpret, respond to, and negotiate their identities amidst the increasing penetration of AI (Heigl, 2025).

However, the literature review reveals a research gap. Most international studies continue to emphasize technical, macro-level, or quantitative dimensions, while qualitative investigations into the subjective experiences of freelance designers remain relatively scarce,

particularly in developing countries. Although (Öztaş & Arda, 2025) examined creative workers in Istanbul, the Indonesian context, with its unique socio-economic and cultural dynamics, has received limited attention. Similarly, (Lee et al., 2025) focused primarily on human and AI collaboration within the design process, without addressing the professional identity dynamics or value proposition strategies in the freelance market.

The focus of this study is directed toward: (1) navigating the ambiguity of AI as both an empowering and potentially threatening tool; (2) renegotiating professional identity and the 'human touch' in response to automation; and (3) developing new economic strategies and work practices to sustain themselves amid the evolving dynamics of the market.

By employing an Interpretative Phenomenological Analysis (IPA) approach complemented by Critical Discourse Analysis (CDA), this study aims to provide theoretical contributions by enriching the phenomenological literature in design research, as well as practical contributions in the form of adaptive strategy recommendations relevant to practitioners in the creative industry (Fairclough, 2013; Smith et al., 2009).

## **METHOD**

This study employs a qualitative approach with a phenomenological research design, specifically adopting Interpretative Phenomenological Analysis (IPA) (Smith et al., 2009) to deeply explore the lived experiences of Indonesian freelance designers in engaging with AI visual prompt tools. To enhance interpretive depth, the IPA framework is integrated with Critical Discourse Analysis (CDA) as an analytical lens to examine how participants' language reflects the construction of identity, values, and power relations within the digital creative ecosystem (Fairclough, 2013). The subjects of this study consisted of six professional freelance designers active on platforms such as Upwork, Fiverr, and Behance. They were selected using purposive sampling based on relevance criteria, namely having at least six months of experience in utilizing AI within their design practices (Patton, 2014). Primary data were collected online during September–October 2025. The principal instrument was the researcher, supported by a semi-structured interview guide to facilitate in-depth interviews lasting 40–90 minutes. Data also included digital artifacts provided by the participants. All participants provided informed consent prior to the interviews. To ensure confidentiality, all identifiable names and personal information in the transcripts and research report were anonymized and replaced with participant codes (P01–P06). Data validity was strengthened through source triangulation between interview data and artifacts, as well as informal member checking. In addition, reflective memos were employed to maintain reflexivity and manage the researcher's subjectivity throughout the analytical process.

All interview transcripts were thematically analyzed using NVivo software through a series of systematic stages. The analytical process began with immersion by repeatedly reading the transcripts, followed by initial noting to capture early insights. Subsequently, emergent themes were developed idiographically for each individual case, in accordance with the principles of IPA (Smith et al., 2009). After individual analyses were completed, a cross-case analysis was conducted to identify convergent and divergent patterns among the six participants, which were then synthesized into a thematic map. In the final stage, the lens of Critical Discourse Analysis (Fairclough, 2013) was applied to deepen the interpretation of identified themes and key excerpts, focusing on how language constructs discourse and reflects broader social dynamics.

## **RESULTS AND DISCUSSION**

The analysis of six Indonesian freelance designers reveals a multidimensional transformation that extends beyond technological adaptation to include emotional, identity-based, and economic dimensions. These findings resonate with global scholarship on digital

disruption in creative work, showing that AI-driven innovation often produces a dual effect, enhancing efficiency while simultaneously deepening professional and emotional uncertainty (McCosker & Wilken, 2020). Within the context of AI visual prompt tools, this transformation cannot be understood as a simple linear adoption process; rather, it represents an ongoing negotiation in which designers continuously balance between creative potential and existential threat.

By employing Interpretative Phenomenological Analysis (IPA enriched with Critical Discourse Analysis (CDA) (Fairclough, 2013; Smith et al., 2009), this study identifies five central themes that illustrate the dialectical relationship between personal experience and broader social structures. These themes trace a progression from practical workflow adjustments to deeper existential implications surrounding the meaning of design as a profession. The thematic construction process was conducted systematically, beginning with initial coding in NVivo, followed by idiographic case analysis, and culminating in cross-case synthesis to identify patterns of convergence and divergence.

Methodologically, these five themes emerged systematically from the interview data. Table 1 below illustrates the distribution of each theme across the six participants, highlighting the presence of both universal experiences (convergence) and unique, context-specific experiences (divergence).

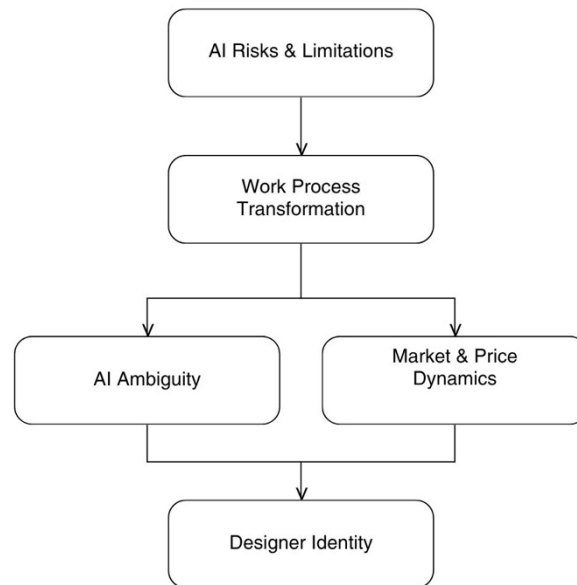
**Table 1. Cross-Participant Theme Mapping**

Case	AI Ambiguity	Market & Price Dynamics	Designer Identity	AI Risks & Limitations	Work Process Transformation
P01	1	2	4	3	3
P02	3	5	3	0	2
P03	0	0	3	2	2
P04	0	1	1	6	1
P05	3	2	2	0	0
P06	4	4	1	0	3

Source: Research data

As illustrated, the theme of Transformation of Work Processes and Designer Identity was discussed by all participants, indicating the universality of this experience. Meanwhile, the other themes exhibited variations that were contingent upon each designer’s context and area of specialization.

This analytical trajectory resulted in a visual thematic map (Figure 1) that depicts the dynamic interconnections among emergent themes, illustrating how designers actively navigate the tensions between technology, creativity, and identity in the evolving digital creative economy.



Source: Research Results  
**Figure 1. Thematic Map**

The thematic map indicates that an awareness of AI’s risks and limitations has triggered shifts in designers’ work processes. This transformation has, in turn, generated two major tensions: emotional ambiguity and the emergence of new market dynamics that reshape how designers perceive the value of their creative work. These tensions ultimately lead to a process of reflection and renegotiation of professional identity amid the ethical and technical challenges surrounding the use of AI. Accordingly, these five themes converge into a unified interpretive narrative that captures how Indonesian freelance designers actively engage with technological disruption. Rather than serving as passive adopters, they position themselves as reflective agents who continually adapt within a fluid and evolving creative ecosystem (Suchman, 2006).

### **AI Risks and Ethical-Technical Limitations**

The core findings reveal that designers did not adopt AI passively or naively, but rather with a critical awareness of its inherent risks and limitations. They actively navigate emerging dilemmas across technical, social, and ethical dimensions, where AI functions not merely as a tool but as an actor that reshapes work relations, responsibilities, and the very meaning of professional identity. Participant 04 (P04) illustrates a conflict arising within a production team collaboration:

*“The production team actually looked at the raw AI images. They wanted the output to match the AI images as closely as possible... instead of using the images our team created. That’s when I received a bit of a reprimand.”*

This statement represents the experience of frustration arising from the gap between AI’s visual ideals and production realities. While AI generates aesthetically appealing images, they are often structurally unrealistic. P04 experienced professional dissonance, where a tool intended to support creativity instead produced epistemic friction between what “*looks correct*” and what is “*technically correct*” (Billingsley, 2025).

From a critical discourse perspective, this incident illustrates how AI’s visual authority begins to challenge human technical authority. Within the context of digital capitalism, AI’s

visual appeal functions as a form of new symbolic capital (H. Li et al., 2024), potentially distorting the expertise hierarchy within design teams. This discourse highlights a shift in values: from precision and technical skill toward efficiency and instant visual allure, representing a form of aesthetic hegemony that reproduces market logic within the creative domain (Kudless, 2023). Beyond technical risks, ethical and legal dimensions also emerge. P01 expresses similar concerns:

*“It comes back to licensing. I’m afraid that if a problem arises one day, I would be the one held legally liable, you know?”*

P01’s anxiety reflects an increased moral burden and personal responsibility arising from the blurring of boundaries between human originality and machine-generated outputs. This uncertainty creates new psychological pressures: the fear that works appearing visually legitimate may still be legally problematic.

This statement exemplifies the discourse of responsabilization in the digital economy (Scott, 2025), where legal and ethical responsibilities are shifted from technology-providing corporations to individual users. Freelance designers bear these structural risks without having full control over the AI systems they employ. The phenomenon highlights power asymmetries within the modern creative value chain between individual creators and global technology firms (Demirel et al., 2021).

Nevertheless, designers also develop reflective strategies to navigate these risks, such as manually verifying AI outputs, avoiding the use of unlicensed assets, and establishing hybrid workflows that continue to emphasize personal responsibility. These strategies demonstrate a form of emerging professional agency, where designers are not merely AI users, but also curators and ethical stewards within an increasingly automated system.

### **Transformation of Work Processes and Creative Expansion**

The ethical and technical limitations of AI not only influence how designers perceive technology but also reshape their working practices. A subsequent finding of this study reveals that generative AI has significantly transformed the practical workflow of freelance designers. For the participants, AI serves as an accelerator that resolves bottlenecks during the conceptualization and visual asset search stages—phases that previously required considerable time and cognitive effort. Similar insights were reported by (Takafoli et al., 2024), who found that UX professionals employ generative AI to expedite idea exploration and the formulation of initial design briefs. Likewise, (Zhu et al., 2024) demonstrated that AI integration within corporate design workflows not only broadens conceptual exploration but also reduces production time. This dynamic was aptly summarized by Participant P03, a branding designer, who reflected:

*“From my own experience, the reason why designers usually take a long time is that finding the right reference images takes forever, searching one by one for what fits. But with AI, you can find those images easily.”*



Source: Research Results

**Figure 2. Prompt and AI-generated output from Participant P03**

Prompt (left) → AI-generated output (right). This artifact illustrates the acceleration of the conceptual phase and exemplifies how alternative visual explorations can be generated within minutes, demonstrating AI's capacity to streamline and diversify the early stages of creative ideation.

From a phenomenological perspective, the passage illustrates a shift from frustrating traditional workflows toward more fluid and accelerated creative experiences. Artificial intelligence allows designers to delegate part of the manual exploration process to generative mechanisms, enabling greater focus on creative synthesis and refinement. Similarly, an experimental study by (Paananen et al., 2024) in the field of architecture found that text-to-image generators facilitate the ideation phase by increasing the range of visual alternatives that can be quickly generated and explored. Nevertheless, the authors caution that this efficiency may come at the cost of contextual depth and the integrity of the design process.

From a critical discourse perspective, the contrast between the expressions “*so long*” and “*easy*” reflects the internalization of productivity narratives within the digital economy, where efficiency serves as the primary indicator of professional success. This logic of acceleration reinforces a capitalist ideology that equates value with measurable and rapid output, thereby obscuring the reflective dimension of the creative process itself. As explained by (Fuchs, 2024), the structure of digital capitalism embeds the logic of connectivity and efficiency as a form of data colonialism over human labor practices.

Therefore, the efficiency generated by AI is inherently ambivalent: on one hand, it broadens the scope of visual exploration and enables rapid iteration; on the other hand, it drives adaptation to increasingly accelerated production rhythms, introducing new forms of pressure on the quality and depth of creative processes. This observation aligns with the findings of (J. Li et al., 2024), who argue that AI functions as an assistive tool that enhances exploratory capacity while simultaneously raising performance expectations within the professional design ecosystem.

### **AI Ambiguity in Collaboration and Competition**

Beyond the efficiency benefits introduced by AI, designers also experience a deep sense of emotional ambivalence. AI is not perceived as a singular entity but rather as a dual actor: serving, on one hand, as a collaborative assistant, while on the other, emerging as a potential competitor that threatens the very existence of creative professions. This inner tension is vividly reflected in the statement of Participant 02:

*“For me, it’s kind of fifty-fifty. On one side, I feel that it really helps, but at the same time, I’m aware that with how fast AI is evolving, we have no idea how extreme its development might become in the next year or two.”*

The expression “*half-and-half*” encapsulates P02’s subjective experience of existing between two emotional poles: a sense of gratitude for the convenience offered by AI and a profound anxiety about the future of their profession. The use of the metaphor “how crazy it might get” personifies AI as an uncontrollable force, symbolizing an emerging existential tension between the desire to remain empowered in creative processes and the fear of losing control over technological direction. This finding aligns with (Akkermans, 2023), who argue that the adoption of intelligent technologies often generates an emotional paradox among creative workers, oscillating between empowerment and disempowerment.

The use of informal expressions such as “*half-and-half*” and “*how crazy it might get*” positions P02 as an individual attempting to rationalize uncertainty within a rapidly evolving technological ecosystem. This discourse reflects a broader social narrative in which human workers occupy a reactive position toward the overwhelming forces of technology (Öztaş & Arda, 2025). Such uncertainty further signifies an unequal power dynamic between creative labor and technological capital, the latter of which dominates the digital infrastructure (Bullini Orlandi et al., 2024).

This emotional journey often begins with rejection and fear, eventually leading to pragmatic acceptance. P06 articulates this experiential arc clearly:

*“I kind of went through a denial phase... Honestly, there was fear, of course... But I think AI can actually be our friend. It’s not something we should be afraid of; instead, it could become a new opportunity.”*

This excerpt illustrates the psychological dynamic from fear to adaptation. P06 begins with defensive emotions such as denial and fear, a common reaction to perceived threats against professional identity (Jussupow et al., 2022) but later engages in meaning reframing by viewing AI as a “*friend*.” This process reflects an internal reconciliation between the loss of control and the search for new meaning, where designers strive to integrate AI into their self-narrative as resilient creative professionals.

The shift in diction from “*fear*” to “*friend*” signifies a transformation of the subject’s position from a passive victim to an adaptive agent. P06 discursively reconstructs their identity in alignment with the neoliberal discourse of the entrepreneurial self, portraying the creative worker as flexible, adaptive, and opportunity-oriented amid disruption (Naclerio, 2023). This narrative reveals that technology functions not merely as a means of production, but also as an arena for shaping new forms of identity and work morality.

### **Market Dynamics and Survival Strategies in the Gig Economy**

The advent of AI has disrupted not only individual creativity and design practices but also the broader economic structures that shape the freelance market within the digital creative economy. This study identifies an emerging pattern of creative labor devaluation, largely influenced by clients’ assumptions that AI enables design work to be produced more rapidly, inexpensively, and effortlessly. Consequently, freelance designers now find themselves working within gig economy conditions, marked by temporary contracts, intensified price competition, and demand-driven workflows that compel them to continually renegotiate their professional value and economic sustainability. Participant 02 explains:

*“Regarding budgets, others might feel the same way, like ‘Oh, it’s just this simple.’ Since AI is available, you just enter a prompt, and it’s done... Perhaps this has led many to undervalue the work.”*

P02’s experience illustrates the internalization of client perceptions toward the creative process. The phrase *“Oh, it’s just this simple”* reflects feelings of economic injustice, frustration, and anxiety regarding professional value. This observation aligns with research on precarious work in the creative economy, where independent workers face price pressures and income instability as a result of technological adoption (Wood et al., 2019).

The term *“undervalue”* highlights an unequal power relationship between clients and designers. The discourse of AI convenience is employed to justify rate reductions, reproducing practices of deskilling and precaritization within the gig economy (Wood et al., 2019). In this context, AI operates not only as a creative tool but also as a catalyst for market structures that suppress the value of human labor. The consequences of this phenomenon have prompted designers to adopt defensive strategies. P02 adds:

*“Because of AI, I actually lowered my rates... even though the prices only decreased slightly, the number of projects isn’t as many as before.”*

This strategy reflects adaptation to market pressures, yet income remains disproportionate compared to the pre-AI era, illustrating the structural inequality emerging from technological disruption.

### **Redefining Designer Identity and Human Creativity**

After navigating the tensions between emotional ambiguity and the shifting market dynamics brought about by AI, the designers entered a reflective phase in understanding their position as creators. The participants in this study responded by demonstrating active strategies to reaffirm their professional identity. This response was not merely an emotional reaction to technological disruption but also a means to preserve their autonomy and the uniqueness of human creativity. They constructed an *“identity fortress”* by emphasizing qualities they believe remain irreplaceable by algorithms—namely, the human touch. This was clearly articulated by participant P01:

*“AI-generated designs always feel somewhat lacking, I think. The emotional feel just isn’t there. It’s like AI doesn’t use any feeling, you know?”*

From a phenomenological standpoint, P01 describes an intuitive experience when encountering AI-generated outcomes that feel *“less alive.”* They perceive that designs created with *“feel”* possess emotional depth and visual pleasure derived from human engagement. This experience represents a search for existential meaning; an inquiry into what it means to be a *“creative human”* amid the era of automation. Consistent with (Gao & Huang, 2022), the sense of feeling in creative work emerges from the reflective interaction between hand, mind, and material; a dimension of experience that remains difficult for data-driven generative systems to replicate.

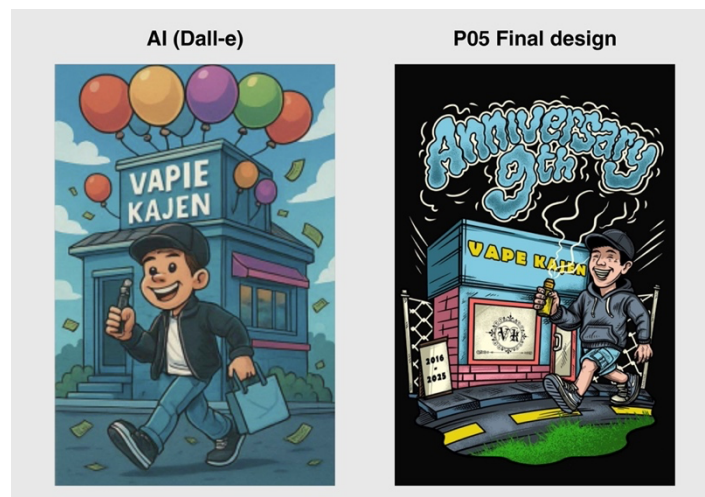
From a critical discourse perspective, the term *“feel”* functions as a discursive tool to construct a counter-narrative against the logic of efficiency and productivity in the digital economy (Fairclough, 2013). In dominant discourse, the value of work is measured by speed and cost, yet designers emphasize affective quality as evidence of human authenticity. Therefore, *feel* operates as both a symbol of resistance against the dehumanization of creative

labor and a strategic mechanism to renegotiate the meaning of professionalism. P05’s statement reinforces this identity construction through the dimension of personal style:

*“Every designer has their own style. So, what defines their signature is precisely that style... You can immediately tell, oh, this is that designer’s work.”*

P05 positions style as a representation of the self, rejecting the visual homogenization often produced by AI and asserting the trace of individuality in their creations (Jiang et al., 2025). From an interpretative phenomenological analysis (IPA) perspective, this reflects an effort to maintain identity continuity amid rapid change.

The discourse on style underscores designers’ attempts to reclaim their creative position and autonomy. They resist being positioned as passive operators, instead articulating themselves as curators of meaning and guardians of visual authenticity (Günay, 2025). Consequently, the concept of “*human touch*” is understood not merely as an aesthetic technique, but also as an ideological statement asserting the right to retain significance amidst AI dominance.



Source: Research Results

**Figure 2. Final design from Participant P05**

This image illustrates how P05 integrated and modified AI-generated initial assets to reflect their distinctive personal style, visually representing the concept of “*human touch*.”

## CONCLUSION

This study concludes that the role of freelance designers in the digital creative economy has not disappeared but has undergone a fundamental evaluation with the emergence of visual AI prompt tools such as DALL·E, Midjourney, and Stable Diffusion. Designers are no longer merely visual producers but act as strategic mediators who navigate the intersection between technological efficiency and humanistic values in design practice.

The findings reveal a dialectical process in which designers utilize AI as a productivity accelerator while simultaneously resisting the devaluation discourse arising from algorithmic efficiency perceptions. Through this process, they renegotiate their professional identities, emphasizing irreplaceable values such as personal style, emotional sensibility, critical reflection, and artistic sensitivity as the core of human creative authority.

From a phenomenological perspective, designers’ experiences reveal an epistemic dissonance between technical precision and the visual aesthetics produced by AI. However, from a critical discourse standpoint, they respond to this tension through symbolic resistance,

constructing counter-narratives against the hegemony of efficiency and digital market logic that dominate the gig economy. Consequently, the designer's role has shifted from that of an executor to a curator of meaning and an ethical custodian within the AI-driven design landscape.

This research offers a twofold scholarly contribution. Conceptually, it extends the discourse on creative labor under technological disruption by focusing on the negotiation of meaning and value rather than mere tool adoption. Methodologically, the integration of Interpretative Phenomenological Analysis (IPA) and Critical Discourse Analysis (CDA) provides a new lens to understand the dialectical relationship between designers' micro-level experiences and the macro-structures of the digital economy. These findings are contextual in nature and are not intended to be generalized. Instead, they aim to provide an in-depth understanding of the evolving roles of Indonesian freelance designers amid the growing prevalence of AI technologies. This study suggests that designers should begin to engage with AI consciously—to support ideation and efficiency without compromising their creative identity. Design communities are encouraged to foster shared spaces for practice and reflection, ensuring that the use of AI remains grounded in human values throughout the creative process.

Practically, the sustainability of creative professions in the AI era is not determined solely by technical proficiency but by reflective capacity, critical thinking, and artistic sensitivity in articulating human creativity as an autonomous source of value. Future research could explore how this evolving professional identity interacts with platform governance, algorithmic curation, and labor policy shaping the future of AI-based creative economies.

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