

DEBAYAN MUKHERJEE

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PROFESSIONAL SUMMARY

A creative professional and technologist specializing in the intersection of arts, technology, and design, I am currently pursuing an MS in Media Arts and Sciences at Arizona State University (Tempe, AZ, USA). My work focuses on developing innovative experiences combining artistic vision with technical expertise through interactive experiences, GEN-AI-based workflows, computer vision applications and virtual prototypes. With over a decade of experience in e-commerce content production and strategy, I bring strong leadership and management skills, guiding teams to achieve creative excellence and operational efficiency. I have extensive experience in user-centric content design, trend analysis, user-focused research, content production workflows, production efficiency improvement strategies and expertise in photography and videography.

WORK HISTORY

Social Media Assistant | ASU (Tempe) - AZ, USA

08/2024 - Current

- Ideate and create social media content for all media types, across all popular social platforms for the International Students and Scholars Center at Arizona State University
- Technically support experimentations and content design for production
- Manage brief-based, stakeholder request and exploratory content production
- Research and create repository of content trends to aim improved engagements
- Support social managers to maintain content production roadmap.

Creative Manager | Amazon.com (Dubai) - Dubai, UAE

06/2022 - 07/2024

- Managing a team of more than 20 (full time employees and freelancers) cross domain creatives like videographers, photographers, stylists, art director and digital asset technician across geographic regions
- Led and manage creative content production for physical studios in MEA-TR (Middle East, Africa and Turkey) region's Visual Innovation Services Team impacting Amazon.ae, Amazon.eg, Amazon.sa, Amazon.com.tr and Amazon.za
- Develop creative strategies, resource planning, quality management and process automation (contributed ~10% YOY process efficiency improvements from local studio processes)
- Led new visual format induction and workflow setup for video in search and bilingual content designs
- Manage creative campaign production for external and in-house production
- Established processes for technical procurement and increased studio capacity (~50% video capacity improvements by enabling CAPEX investments and production efficiencies)
- Led and manage optimization of creative content production and cost reduction initiatives (~30% improvement in global video production efficiency impacting all global studios)
- Led end-to-end marketing campaign ideation and creative direction
- Analyzed KPIs, enabled growth and evaluated areas in need of improvement for team members.

Photography Manager | Amazon.com (India) - Haryana, India

03/2020 - 06/2022

- Managed a team of 8 full time photographer and digital asset technician employees and more than 20 freelancers
- Led and managed production for influencer-based video production and live streaming for Amazon.in (supported launch for both programs as for Amazon.in's India content strategy)
- Creative project management and scalable production planning
- Led qualitative user study and prototype testing for India Visual Innovation Services team (Qualitative user research to enable informed content design on UserZoom Platform)
- Video production strategies for apparel and non-apparel products (launched short form videos for multiple categories)
- Creative operational workflow for content produced by 3P studios and agencies (remote production and moderation capabilities). Developed strategy to enable ~25% of overall capacity production externally
- Capacity and resource planning to effectively support volumes.

Photography Lead | Amazon.com (India) - Haryana, India*07/2019 - 02/2020*

- Content for campaigns and marketing
- Gained extensive training on DMAIC methodology to improve production efficiency
- Kaizen leader for productivity improvement project on videos for Hard line categories (~25% production efficiency achieved)
- Led photography away team for Singapore studio launch (included studio setups, process trainings)
- Led Apparel Image experience enhancement project launch for Amazon.ae (included studio setups, process trainings)

Photographer | Amazon.com (India) - Haryana, India*10/2015 - 06/2019*

- Lead Apparel Image experience enhancement project for apparel image experiences
- Kaizen co-leader for 360-degree video productivity optimization (~40% productivity improvement)
- Innovated lighting solutions for studios with low height clearance (CAPEX investment improvement)
- Supported launch for two Amazon studios-
 - Fashion and Apparel studio- Blink at Amazon DEL19 site located in Gurugram, Haryana
 - Non- apparel Product studio at Amazon DEL3 site located in Sonipat, Haryana

Photographer Assistant | Amazon.com (India) - Haryana, India*08/2014 - 09/2015*

- Imaging for brand launches on Amazon
- Gain expertise on automated imaging solutions (device based)
- Supported mobile Imaging workflow- Quick imaging solution for Imaging at location
- Supported Photobox (Amazon developed product) prototype and final product development

Photographer | Aabis Design - New Delhi, India*11/2013 - 07/2014*

- Catalogue content creation
- Design support for product range
- Procurement support for composite imaging

SKILLS

- Proficient in fashion and product photography, videography
- Trend analysis, technological induction to process workflows
- Experienced visual experience designer
- Proficient in creative strategy development and workflows
- Experienced creative production management and creative operations
- Experienced in data visualization techniques for creative processes
- Proficient in Design thinking process to drive research and development on human centered design

SOFTWARE SKILLS

- Professional user of Capture one, OBS Studio, Adobe Premier Pro, Photoshop, After Effects, Illustrator, Touch Designer, Max MSP, Unity
- Professional user of Productivity tools like Microsoft Office, Keynote, Asana
- Professional user of User Study testing tools like UserZoom
- Intermediate experience with Python, Javascript, SWIFT, HTML, CSS, C# for creative coding and web UI development
- Intermediate experience with Python for media, API based workflows and GEN-AI model integrations
- Media model development using Wekinator and Teachable Machine.

EDUCATION

Arizona State University - Tempe, Arizona, USA

Currently pursuing (2024 - Expected 2026)

MS Media Arts and Science (Concentration in Multi-modal generative art)

National Institute of Fashion Technology (NIFT) - Shillong, India

2009 - 2013

Bachelor of Design: Fashion Design