

DEBAYAN MUKHERJEE

debayanmkrjmea@gmail.com | +14807971369

Tempe, Arizona, USA

Nationality: Indian | Web: <https://debsweb.in> | Github: <https://github.com/debayanmkrj>

LinkedIn: <https://www.linkedin.com/in/debayan-mukherjee-1595>

PROFESSIONAL SUMMARY

Creative Technologist bridging artistic vision with cutting-edge technology, specializing in interactive media experiences, generative design systems, and immersive digital installations. Currently pursuing MS in Media Arts and Sciences at Arizona State University, with **10+ years of creative leadership** managing cross-disciplinary teams of creatives, photographers, design technologists and digital artists across global regions. Expert in **human-centered design workflows, real-time interactive systems, and creative AI integration** for large-scale content production and experiential media.

Creative Focus Areas: Interactive Media Design • Generative Art Systems • Real-time Visual Experiences • Creative AI Workflows • Immersive Technology • Human-Computer Interaction

WORK HISTORY

Teaching Assistant | ASU School of Game, Arts, Media and Engineering (Tempe) - AZ, USA *08/2025 – Current*

- Support Dr. Lahey in teaching AME 210 Media Editing, focusing on Adobe Creative Suite and fundamentals of design principles
- **Student guidance:** Lead group discussions, conduct office hours for problem-solving, and provide one-on-one creative guidance
- **Academic assessment:** Grade student projects and provide constructive feedback on creative work and technical execution.

Social Media Assistant | ASU (Tempe) - AZ, USA *08/2024 – Current*

- Ideate and produce multimedia content across all major social platforms for ASU's International Students and Scholars Center
- **Technical Innovation:** Lead experimental content formats and emerging technology integration for enhanced engagement
- **Trend Research:** Maintain cutting-edge content trend repository and engagement optimization strategies
- **Cross-Platform Design:** Create cohesive brand experiences across diverse digital touchpoints and audience segments.

Creative Manager | Amazon.com (Dubai) - Dubai, UAE *06/2022 – 07/2024*

- Managed 20+ cross-domain creatives (videographers, photographers, stylists, art directors) across MEA-TR region impacting 5 Amazon marketplaces
- **Innovation Implementation:** Led visual format innovation including video-in-search and bilingual content design workflows
- **Process Innovation:** Achieved 10% YOY efficiency improvements through creative automation and technology integration
- **Creative Technology Strategy:** Established technical procurement processes and increased studio capacity by 50% through strategic CAPEX investments
- **Cost Optimization:** Led global video production efficiency initiatives achieving 30% improvement across all international studios
- **Campaign Creative Direction:** End-to-end creative campaign ideation and execution for brand and marketing initiatives.

Photography Manager | Amazon.com (India) - Haryana, India *03/2020 - 06/2022*

- Managed 8 full-time creative professionals and 20+ freelancers in photography and digital asset production
- **Innovation Launch:** Led influencer-based video production and live streaming program launches for Amazon.in's content strategy
- **User Experience Research:** Conducted qualitative user studies and prototype testing using UserZoom Platform for informed content design decisions
- **Creative Technology Integration:** Launched short-form video strategies for multiple product categories and developed remote production capabilities
- **Workflow Optimization:** Established external creative production workflows enabling 25% capacity increase through strategic agency partnerships.

Photography Lead Amazon.com (India) - Haryana, India	07/2019 - 02/2020
<ul style="list-style-type: none">Led Kaizen productivity improvement project using DMAIC principles, achieving 25% efficiency improvement for video content productionLed creative technology setup for Singapore studio launch including equipment, process design, and team trainingDirected Apparel Image experience enhancement project for Amazon.ae including studio design and workflow development	
Photographer Amazon.com (India) - Haryana, India	10/2015 - 06/2019
<ul style="list-style-type: none">Led apparel visual experience enhancement projects and 360-degree video productivity optimization (40% improvement)Innovation Solutions: Designed lighting solutions for space-constrained studios, optimizing creative output within technical limitationsStudio Development: Supported launch of Fashion & Apparel studio (DEL19) and Non-apparel Product studio (DEL3)	
Photographer Assistant Amazon.com (India) - Haryana, India	08/2014 - 09/2015
<ul style="list-style-type: none">Created launch content for new brands on Amazon platformTechnology Integration: Gained expertise in automated imaging solutions and device-based creative workflowsProduct Development: Contributed to Photobox (Amazon proprietary tool) prototype development and final product refinement	
Photographer Aabis Design - New Delhi, India	11/2013 - 07/2014
<ul style="list-style-type: none">Catalogue Design: Created visual content for product ranges and brand identity systemsCreative Production: Managed procurement and creative direction for composite imaging and brand materials	

SKILLS

Creative Technology Stack

- Creative Coding: TouchDesigner, Max MSP, Unity, Processing, ComfyUI
 - Design Tools: Adobe Creative Suite (Photoshop, After Effects, Premiere Pro, Illustrator), Capture One
 - 3D & Interactive: WebGL, Three.js, Blender, P5.js, Cinder
 - Programming: Python, JavaScript, Swift, HTML/CSS, C# (for creative applications)

Creative Production & Workflow

- User Research Tools: UserZoom, usability testing, A/B testing
 - AI Creative Tools: Wekinator, Teachable Machine, Stable Diffusion
 - ML Workflows: Multi-modal model integration, creative AI pipelines, style transfer
 - Live Production: OBS Studio, live streaming, real-time video processing
 - Asset Management: Creative automation, version control, production pipelines

Creative Leadership & Strategy

- Design Thinking: Human-centered design, prototype testing, iterative development
 - Creative Operations: Large-scale content production, workflow optimization, quality management
 - Cross-disciplinary Collaboration: Art direction, technical implementation, stakeholder communication
 - Innovation Management: Emerging technology integration, creative experimentation, trend analysis

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

CORE COMPETENCIES

Creative Vision & Strategy

- Concept Development
 - Design Systems
 - User Experience
 - Innovation Leadership
 - Creative Coding
 - Real-time Systems
 - AI-Assisted Creativity
 - Cross-platform Design
 - Creative Operations
 - Team Leadership
 - Technology Adoption
 - Quality Assurance