DEBAYAN MUKHERJEE

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PROFESSIONAL SUMMARY

CREATIVE TECHNOLOGIST | GENERATIVE AI SPECIALIST | Visual Innovation Strategist

Visionary Creative Technologist with over 10 years of experience bridging the gap between artistic expression and engineering scale. Currently advancing the frontier of Generative AI and Interactive Media at Arizona State University, building on a foundation of global creative leadership at Amazon. Expert in designing human-centered workflows that leverage technical and creative aesthetics to automate production and enhance storytelling. Proven track record of transforming business goals into compelling visual experiences while driving operational efficiency for global organizations.

Creative Focus Areas: Visual Innovation • Motion Design • Cross-Platform Brand Strategy • Human-Centered Design Emerging Tech: Generative AI Workflows • Real-Time Visuals • Interactive Media • Rapid Prototyping Operations: Creative Leadership • Workflow Automation • Scalable Production Systems • R&D Strategy

WORK HISTORY

Graduate Teaching Assistant | Arizona State University (School of GAME) *Tempe, AZ*   *08/2025 – Current*

- **Teaching Instruction:** Instruct undergraduate students in AME 210: Media Editing (Fall & Spring), bridging theoretical design principles with practical proficiency in the Adobe Creative Suite.
- **Creative Mentorship:** Lead lab sessions and office hours to guide students through complex post-production workflows, providing 1-on-1 troubleshooting for technical and artistic challenges.
- **Critical assessment**: Evaluate student portfolios based on visual narrative, pacing, and technical execution, offering constructive critique to elevate production standards.

Social Media Assistant | Arizona State University (ISSC) *Tempe, AZ*   *08/2024 – Current*

- **Multimedia Strategy:** Conceptualize and engineer dynamic content across social platforms for the International Students and Scholars Center, driving high-value engagement.
- **Technical Innovation:** Spearhead the R&D of experimental content formats, integrating emerging technologies to modernize the brand's digital presence.
- **Trend Analysis:** Leverage data-driven insights to maintain a repository of cutting-edge content strategies, optimizing performance algorithms.
- **Cross-Platform Systems:** Design and deploy cohesive visual systems across diverse digital touchpoints, ensuring brand consistency for a global audience.

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

- **Workflow Architecture:** Engineered automated creative pipelines and integrated new technologies, driving a 10% Year-Over-Year efficiency gain across regional studio operations.
- **Global Video Strategy:** Architected standardization protocols for video production, achieving a 30% efficiency improvement across all international studios by optimizing post-production workflows.
- **Scalable Infrastructure:** Directed CAPEX strategy and technical procurement, resulting in a 50% increase in production capacity to support high-volume content demands.
- **R&D & New Media:** Spearheaded the technical deployment of new media formats, including "Video-in-Search" and automated bilingual content workflows for 5 Amazon marketplaces.
- **Technical Leadership:** Managed a cross-functional team of 20+ (Videographers, Art Directors, Digital Asset Technicians), bridging the gap between creative vision and operational scalability.
- **Campaign Direction:** Led end-to-end creative strategy for high-priority marketing initiatives, ensuring brand consistency and visual fidelity at scale.

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

- **User-Centric R&D:** Led qualitative user studies and prototype testing on the UserZoom Platform, utilizing data to inform content design decisions and improve visual fidelity benchmarks.
- **Hybrid Workflow Design:** Engineered a decentralized creative workflow for 3rd-party studios, enabling 25% of production capacity to be handled externally while maintaining strict quality guardrails.
- **New Media Strategy:** Architected the technical roadmap for Live Streaming and short-form video verticals on Amazon.in, successfully launching these new formats to millions of users.
- **Remote Systems:** Developed and deployed remote production capabilities during the pandemic, ensuring business continuity through cloud-based collaboration tools.
- **Team Leadership:** Managed a multidisciplinary team of 28+ (8 FTEs, 20+ Freelancers), coordinating between

creative, technical, and business stakeholders to support high-volume brand launches.

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

- **Workflow Engineering (DMAIC):** Served as Kaizen Leader for a high-impact productivity initiative, utilizing Six Sigma DMAIC principles to re-engineer video pipelines, achieving a 25% efficiency increase.
- **Global Infrastructure Deployment:** Led the "Away Team" for the Singapore Studio Launch, overseeing the technical architecture, equipment procurement, and process training for a new international site.
- **Experience Design:** Directed the technical overhaul of the "Apparel Image Experience" for Amazon.ae, designing custom studio workflows to elevate visual fidelity and customer experience metrics.

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

- **Technical Process Optimization:** Co-led Kaizen initiatives for 360-degree video workflows, re-engineering the capture pipeline to achieve a 40% increase in productivity.
- **Creative Engineering:** Designed bespoke hardware and lighting configurations for space-constrained environments, successfully optimizing sensor output within strict physical infrastructure limitations.
- **Infrastructure Deployment:** Executed the technical launch of two major high-volume studios (Fashion & Non-Apparel), establishing standard operating procedures (SOPs) for new production lines.

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

- **Hardware R&D & Prototyping:** Collaborated on the beta testing and product refinement of "Photobox," Amazon's proprietary automated imaging hardware, providing critical feedback to engineering teams during the prototype phase.
- **Automation Integration:** Mastered device-based imaging solutions, validating automated workflows that transitioned manual capture processes into scalable, high-volume systems.
- **Launch Operations:** Executed the visual content strategy for new brand onboarding, establishing quality benchmarks for automated capture pipelines.

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

- **Visual Brand Strategy:** Developed comprehensive visual identity systems and commercial catalogue assets, establishing the foundational brand aesthetic for diverse product ranges.
- **Production & Compositing:** Orchestrated the end-to-end production pipeline, managing creative procurement and executing advanced composite imaging workflows for high-fidelity marketing materials.

SKILLS

Creative Technology Stack

- **Creative Coding:** TouchDesigner, Max MSP, Unity, Processing, ComfyUI, P5.js, Cinder.
- **Programming:** Python, JavaScript, Swift, HTML/CSS, C# (Creative Applications), WebGL, Three.js.
- **Design and 3D:** Adobe Creative Suite (After Effects, Premiere, Photoshop), Blender, Capture One.

Production & Workflow

- **AI & ML Workflows:** Stable Diffusion, Wekinator, Teachable Machine, Style Transfer, Multi-modal Model Integration.
- **Research & Ops:** UserZoom, A/B Testing, Creative Automation, Version Control, Production Pipelines.
- **Live Production:** OBS Studio, Real-time Video Processing, Live Streaming.

Leadership & Strategy

- **Strategy:** Design Thinking, Innovation Management, Emerging Tech Integration.
- **Operations:** Large-Scale Content Production, Workflow Optimization, Quality Management, Stakeholder Communication.

EDUCATION

Arizona State University | *Tempe, AZ, USA* **Master of Science in Media Arts and Sciences** | *Expected 2026*

- **Concentration:** Multi-modal Generative Art
- **Research Focus:** Developing immersive experiences using Generative AI workflows, Computer Vision, and real-time interactive systems.

National Institute of Fashion Technology (NIFT) | *Shillong, India* **Bachelor of Design: Fashion Design** | *2009 – 2013*