

# DEBAYAN MUKHERJEE

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Tempe, Arizona, USA | Open to relocation

**LinkedIn:** <https://www.linkedin.com/in/debmkjrj> | **Portfolio:** <https://debsweb.in>

**GitHub:** <https://github.com/debayanmkrj>

## PROFESSIONAL SUMMARY

Multimedia Creative and AI-Enabled Production Specialist with 10+ years leading video, motion, and brand content production across digital, social, and live event formats at Amazon across MENA, South Asia, Singapore, and Australia regions combining deep craft in visual storytelling with hands-on expertise building AI-powered agents, automations, and workflow tooling that transform how creative and design teams operate. Experienced translating complex product and platform concepts into clear, compelling visual narratives across video, motion graphics, and brand storytelling formats. Proven 0-to-1 builder with a track record of pioneering AI-accelerated production workflows from scratch in fast-paced environments and translating complex generative AI capabilities into tangible creative opportunities for teams and stakeholders.

## CORE COMPETENCIES

Creative Production Leadership | Brand Storytelling & Visual Systems | AI-Powered Workflow Design | Generative Video & Motion | Cross-Functional Collaboration | Team Leadership & Mentorship | Stakeholder Communication | Studio Infrastructure Scaling | Performance-Informed Creative | Agentic AI Pipeline Development

## PROFESSIONAL EXPERIENCE

**Creative Manager** | Amazon, Dubai, UAE

*June 2022 – July 2024*

- Shaped and expanded brand storytelling across omnichannel formats, directing video, motion, social, and digital creative that maintained narrative consistency and tonal cohesion across India, MENA-TR markets.
- Managed end-to-end creative production from intake and brief development through creative direction, feedback cycles, and final delivery - translating briefs into structured production and timeline plans across concurrent high-priority campaigns.
- Partnered with senior marketing and product stakeholders to sharpen briefs, establish disciplined intake and review processes, and translate strategic themes into actionable creative frameworks.
- Led, developed, and inspired multidisciplinary creative teams of 20+ - setting a high bar for narrative clarity and production quality while fostering a culture that encouraged creative bravery and growth.
- Architected and prototyped AI-accelerated creative production workflows — shipping high-craft generative content across image, video, and motion modalities.
- Monitored cost per asset and time-to-market metrics - keeping production on target while managing team capacity across simultaneous projects with calm, decisive leadership in high-visibility, time-sensitive moments.
- Increased studio production capacity by 50% through infrastructure expansion; standardized video workflows improving regional efficiency by 30%.

**Photography Manager** | Amazon, India

*March 2020 – June 2022*

- Led brand storytelling across photography, video, and motion formats - defining narrative standards and visual identity systems across concurrent product launch campaigns.
- Launched Amazon Live - a live commerce video format - achieving approximately 500k views on first run through strong product storytelling, emotional clarity, and audience engagement strategy.
- Built and scaled creative training programs and adoption frameworks for 28+ FTE and freelancers - elevating the work and the people behind it across multi-region pipelines.
- Gathered requirements across stakeholder groups to launch new content formats; managed prioritized backlog of creative initiatives and iterated based on performance data.
- Built scalable production frameworks and modular asset systems - enabling 25% external production scale with governance and quality standards that held across regions.

**Photographer Lead** | Amazon, India

*July 2019 – Feb 2020*

- Re-engineered video production pipeline end-to-end improving throughput 25% through structural changes to capture, review, and delivery stages.

- Led new production infrastructure rollouts in Singapore and Dubai - defining tooling architecture, workflow standards, and SOPs cross-region from a standing start.

**Photographer** | Amazon, India

*October 2015 – June 2019*

- High-volume studio photography and video production; developed visual identity systems and brand assets for commercial clients.

**Visual Designer & Photography Assistant** | Amazon India / Aabis Design

*2013 – 2015*

- Supported automated imaging hardware testing and production workflow integration.
- Developed visual identity systems and commercial catalog assets for emerging brands.

## TECHNICAL SKILLS

**Generative AI & Production:** ComfyUI · Stable Diffusion · Flux · ControlNet · LoRA · AnimateDiff · Kling · Veo · Runway · ElevenLabs · Suno · Midjourney · Adobe Firefly · Dream Machine

**LLMs & Agentic Workflows:** LangChain · FAISS · Ollama · LM Studio · OpenAI · Gemini · Claude · RAG Pipelines · Prompt Engineering

**ML & Computer Vision:** PyTorch · OpenCV · YOLO · CLIP · SAM3 · Hugging Face · scikit-learn

**Development:** Python · JavaScript · React · Node.js · Flask · Swift · C# · REST · WebSockets · Git · Docker

**Spatial & Interactive:** ARKit (Swift) · RealityKit (Swift) · SceneKit (Swift) · Blender · Unity

**Design & Production:** After Effects · Premiere Pro · Photoshop · Illustrator · DaVinci Resolve · Figma · Capture One · OBS Studio

**Creative Fundamentals:** Photography · Videography · Lighting · Motion Direction · Typography · Visual Storytelling · Studio & On-Location Production

## ACADEMIC & RESEARCH EXPERIENCE

**Arizona State University** – M.S. Media Arts and Sciences Aug 2024 - May 2026 | GPA: 4.0/4.0

- **Concentration:** Multi-modal Generative Art, Interactive Technology
- **Research Focus:** Generative AI workflows, Computer Vision, and real-time interactive systems.

**Academic Roles** Arizona State University —

**Social Media Assistant | ASU**

*Aug 2024 – May2026*

- Produced graphics, photography, and video content for institutional social media platforms across multiple channels.
- Researched and applied social media trends to develop timely, engaging content that connected with student and academic audiences.
- Built and integrated AI-enabled content production workflows to accelerate creative output and improve consistency across platforms.

**Graduate Teaching Assistant and Researcher | ASU**

*Aug 2025 – May2026*

- Facilitated Agentic AI course alongside Prof. will.i.am and Prof. Pavan Turaga - developing curriculum, demonstrations, and resources that translated cutting-edge AI concepts into practical creative applications.
- Supported Media Editing course as GTA - assisting students with assignments, grading, and course monitoring across design principles and Adobe Creative Suite workflows.
- Conducted graduate research in multi-modal generative AI, computer vision, and real-time interactive systems - building hands-on prototypes across image, video, motion, audio, and spatial modalities.

**National Institute of Fashion Technology (NIFT)** Bachelor of Design (2009 – 2013)

- **Concentration:** Fashion Design.