

DEBAYAN MUKHERJEE

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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

- Led Kaizen productivity improvement project using DMAIC principles, achieving 25% efficiency improvement for video content production
- Led creative technology setup for Singapore studio launch including equipment, process design, and team training
- Directed Apparel Image experience enhancement project for Amazon.ae including studio design and workflow development

Photographer | Amazon.com (India) - Haryana, India

10/2015 - 06/2019

- 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 limitations
- **Studio 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

- Created launch content for new brands on Amazon platform
- **Technology Integration:** Gained expertise in automated imaging solutions and device-based creative workflows
- **Product Development:** Contributed to Photobox (Amazon proprietary tool) prototype development and final product refinement

Photographer | Aabis Design - New Delhi, India

11/2013 - 07/2014

- Catalogue Design: Created visual content for product ranges and brand identity systems
- Creative 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