

Bhanuja Sanghavi

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Product Designer with 5+ years at Amazon simplifying complex customer experiences across consumer, enterprise, and developer products. Owns ambiguous problems end-to-end, from research and strategy through high-fidelity delivery, with measurable impact on customer adoption and satisfaction. Scales design through systems, accessibility standards, and cross-functional influence.

WORK EXPERIENCE

AWS Applied AI Solutions

Just Walk Out

Product Designer · May 2026 – Present

- Lead end-to-end shopper experience design across three autonomous-checkout products (in-store kiosks) deployed with retail partners, shaping how customers interact with AI, computer vision, and RFID technology to make checkout effortless and invisible.
- Lead shopper experience design for three autonomous checkout products deployed with retail partners, owning the end-to-end journey from store entry to receipt so customers can shop and pay without friction — powered by AI, computer vision, and RFID.
- Build a scalable design system and accessibility/signalling standards — visual/audio cues, WCAG-aligned interactions, wayfinding — unifying three siloed checkout experiences into one clear, inclusive shopping journey.

End User Messaging

UX Designer II · May 2025 – April 2026

- Cut time-to-value from an average of 92 days to under 7 for enterprise customers by leading a phased onboarding redesign, replacing fragmented setup with a cohesive, intent-aligned experience.
- Reduced registration rejections and support overhead by embedding AI-assisted validation into onboarding, shortening feedback loops from weeks to seconds.
- Designed foundational conversational flows and decision logic for IoT SiteWise's CX Agent during a brief cross-team engagement, including chat interaction design, edge-case handling, and error states — validated through interactive prototypes.

AWS Game Tech

GameLift Servers

UX Designer II · June 2023 – April 2025

- Built Unity and Unreal engine plugins to integrate game server management into developer workflows, taking developers from game engine-based configuration to a live containerised fleet in a few guided steps.
- Redesigned the developer discovery journey, lifting task completion and satisfaction 31% over baseline (14% above target) through a measurement framework that also redirected roadmap resources to fix the onboarding bottleneck it uncovered.
- Defined and led rollout of Inclusive CX Guidelines across Game Tech, translating accessibility, internationalisation, and inclusive content principles into practical guidance adopted across product teams.

Amazon Lumberyard → Open 3D Engine

UX Designer I · September 2020 – May 2023

- Reduced first-time-user onboarding from ~5 hours to 20 minutes through longitudinal research and onboarding flow redesign, foundational to Amazon Lumberyard's evolution into Open 3D Engine (Amazon × Linux Foundation).
- Designed and launched O3DE's first website end-to-end; co-chaired the O3DE UI/UX Special Interest Group and co-created the BlueJay Design System.

EDUCATION

University of Bath

MSc Human-Computer Interaction with Placement Year · September 2019 – June 2021

King's College London

BSc (Hons) Computer Science · September 2016 – July 2019

CORE SKILLS

Design

Product Strategy, Systems Thinking, Design Systems, Product Discovery, Agentic AI Workflows, Design Ops, Information Architecture, Journey Maps, User Flows, Prototyping, Redlining, High-Fidelity Design

Research

Quantitative and Qualitative Research, Data Analysis, Usability Testing, Contextual Inquiry, Cognitive Walkthrough, Heuristic Evaluation, Affinity Mapping, User Personas, User Scenarios, Benchmarking, Prompt Engineering

Tools & Emerging Tech

Figma, Claude, Cursor, Kiro, Adobe CC, Sketch, Git, HTML/CSS, JavaScript, Jira, Notion, Qualtrics, UserTesting