

Bhanuja Sanghavi

London, United Kingdom · bhanuja.design@gmail.com · [linkedin.com/in/bhanuja](https://www.linkedin.com/in/bhanuja) · bhanuja.com

UX Designer with 5+ years at Amazon, leading end-to-end design for complex products across developer tooling and retail technology. Takes ambiguous problems from research and strategy through to high-fidelity delivery, building scalable systems with measurable impact.

WORK EXPERIENCE

Just Walk Out Technology by Amazon

UX Designer II · May 2026 – Present

- Leading end-to-end Shopper Experience design across three autonomous-checkout products deployed by retail partners, shaping how customers interact with Just Walk Out's AI, computer vision, and RFID technology to deliver a friction-free shopping experience.
- Building a scalable design system and interaction pattern library to unify three previously siloed checkout experiences, reducing duplicated design effort across the product line.
- Collaborating cross-functionally with hardware, software, and product teams to translate sensor-driven technology into simple, intuitive shopper interactions.

AWS Communication Developer Services (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.

AWS Game Tech (GameLift Servers)

UX Designer II · June 2023 – April 2025

- Integrated game server management into developer workflows by building Unity and Unreal engine plugins, letting developers configure global infrastructure without leaving their IDE.
- Led containerised game server deployment design across both plugins, taking developers from setup to a live fleet in a few guided steps.
- Improved product discovery and evaluation by redesigning the customer journey, replacing legacy navigation with a guided, task focused experience.
- Introduced a standardised measurement framework that pinpointed journey bottlenecks and informed roadmap prioritisation.

Open 3D Engine / Amazon Lumberyard

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