

Anurag Bansal

Product Design Engineer

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Design engineer who designs AND builds products. I close the gap between Figma mockups and production code — designing the experience, then shipping it for real users. At Amazon, I lead visual design for homepage events (Prime Day, 50M+ reach) while building internal tools end-to-end that eliminate manual workflows.

EXPERIENCE

Visual Designer — IN Events, Homepage

Mar 2025 – Present

Amazon · Bengaluru, India

- ▶ Led design of **all homepage event creatives** for Prime Day '25, MayART '25, AugART '25 & Jupiter '25 — reaching **50M+ customers** per event.
- ▶ Built **Quick Canvas**, a self-serve browser tool that cut creative production from **30 min to 2 min per asset**; now used by 50+ team members.
- ▶ Automated background removal for **485 ASINs** using Python + AI, saving ~40 designer-hours per event cycle.
- ▶ Designed reusable template systems for 6 widget types, enforcing brand consistency; deployed tools to Amazon Harmony with Bindle access control.

UX/UI Designer

Feb 2024 – Sep 2024

Lollypop Design Studio · Bengaluru, India

- ▶ Designed end-to-end UX for **Tata MyBistro** — research, wireframes, UI, usability testing, and developer handoff.
- ▶ Designed **Terralogic Academy** landing page — persona mapping, IA, typography system, and Figma-to-production handoff.

Graphic Designer

Dec 2022 – Apr 2023

British Biologicals · Bengaluru, India

- ▶ Designed visual aids, social content, monthly LBL materials, and diet-chart infographics for healthcare brand communication.

Graphic Designer Intern

Dec 2021 – Nov 2022

SDC Jaipur · Jaipur, India

- ▶ Created social media designs, brand identity systems, logos, and print collateral for multiple clients.

NOTABLE PROJECTS (BUILT & SHIPPED)

Quick Canvas — Asset Creation Tool

Browser-based tool for production-ready Mega Deal Days creatives. 6 widget types, GIF export, AI batch generation, pin comments. Used by 50+ on Amazon Harmony.

[HTML Canvas](#) · [JS](#) · [Python](#) · [Harmony](#)

ASIN Background Removal Pipeline

Automated pipeline that fetches product images by ASIN, removes backgrounds with AI (rembg), and builds a review gallery. Processed 485 ASINs in one run.

[Python](#) · [OpenCV](#) · [rembg](#) · [HTML](#)

PokéCreative — Design Request Portal

Gamified creative request & delivery portal that turns design workflows into a playful team experience. Live with the Events team.

[HTML](#) · [CSS](#) · [JavaScript](#)

SKILLS

[Figma](#) [UI/UX Design](#) [Design Systems](#)

[Prototyping](#) [HTML / CSS / JS](#) [Python](#)

[Canvas API](#) [Motion Design](#) [Photoshop](#)

[After Effects](#) [User Research](#)

[AI-Assisted Dev](#)

EDUCATION

B.Tech & M.Tech — Cognitive Neuroscience & Biotechnology

Rajasthan University, Jaipur
2014 – 2020