MAYANK SONI

Visual Designer [L4] | Prime Video | Amazon

Chennai, India • +919425899795 • mayanksonims95@gmail.com

https://mayank-soniv2.vercel.app | https://www.linkedin.com/in/mayanksonims95/

SUMMARY

Design & Program Operations professional with 8+ years of experience across digital & print design, team leadership, campaign delivery, stakeholder management and workflow optimisation. Currently at Amazon Prime Video, leading Visual Design Associates and owning regional EU campaign execution, resource planning, WBR reporting and process governance. Drive SOPs, process improvement plans and automation initiatives that improve delivery speed, quality and operational efficiency.

WORK EXPERIENCE

Visual Designer [L4] – Prime Video, Amazon

May 2024 – Present

Chennai

As a Visual Designer at **Prime Video**, I lead creative operations for high-volume global marketing campaigns, combining design execution with program coordination, resource management, stakeholder alignment and process improvement. I support regional EU campaign delivery across multiple markets while leading Visual Design Associates and ensuring quality, process adherence and timely execution.

- **Lead a team of Visual Design Associates**, setting daily goals, mentoring designers, allocating work and overseeing production pipelines to deliver against quality, productivity and campaign targets.
- **Own regional EU creative delivery** for high-visibility campaigns including Prime Day, Digital Deals and Black Friday, supervising designers and ensuring standard processes and regional requirements are followed.
- **Manage resources, priorities and task allocation** across workflows, balancing capacity and deadlines while coordinating daily with cross-functional stakeholders to resolve requirements and delivery risks.
- **Own WBR reporting** for assigned processes/LOBs, consolidating operational performance, progress and insights used in manager-led leadership reviews.
- **Drive SOPs and process governance**, identifying operational gaps and building process improvement plans to standardise execution and improve scalability.
- **Automate creative workflows using Photoshop JSON scripts**, reducing manual effort and processing time by approximately **80%** for one workflow.
- **Conducted time-motion analysis** using advanced Excel formulas to derive median time per asset and develop mechanisms that reduced manual time by **24%**.
- **Facilitate stakeholder alignment and team discussions** through daily communication, structured reviews and certified facilitator training; integrate AI tools into design workflows after Amazon training in ML for Leaders, AI for Managers, Fine-Tuning and Prompting.

Key Skills: Design Program Operations · Campaign Delivery · Resource Management · Task Allocation · WBR Reporting · Stakeholder Management · Process Governance · SOPs · Process Improvement · Workflow Automation · Photoshop JSON Scripting · Design Leadership · Adobe Creative Suite · Advanced Excel · Global Localisation · AI Tools

Freelance Graphic Designer – Mayank Soni Designs

Jun 2021 – May 2024

Specialised in **branding, logo design, and social media creatives** for brands like **Beardo, VIVO, Lipton, OnePlus, Noise, ASUS, Fire-Boltt**, etc. Managed the **complete client lifecycle** – from onboarding and briefing to invoicing, delivery, and long-term relationship building. This role enhanced my skills in **creative strategy, client communication**, and **business management**, alongside hands-on design execution across digital platforms.

Key Skills: Branding · Logo Design · Social Media Creatives · Client Management · Visual Identity · Digital Campaigns · Adobe Creative Suite · Communication · Project Ownership

Graphic Designer – AffinityX

Feb 2021 – Jun 2021
Pune

Created static designs for global clients of **Vistaprint** in a **fast-paced, high-volume environment**, including tri-fold brochures, billboards, stationery, logos, social-media creatives and more. Specialised in **redesigning low-quality uploads (JPEGs)** into print-ready, **high-resolution assets**. Working under tight deadlines, maintained brand consistency and delivered multiple design types across web and print channels.

Key Skills: Creative Design · Print-Ready Artwork · Logo & Branding · Brochure & Billboard Layouts · Social Media Graphics · High-Resolution Redesigns · Fast-Paced Production Environment

---

Process Executive – Nvidia

Oct 2017 – Feb 2021
Pune

Worked on **image annotation** for autonomous vehicle systems using in-house design tools. Accurately marked **LiDAR-based visuals** from Tesla vehicles, including traffic signs, poles and lane boundaries, using design tools. Collaborated with **developer teams** to ensure **data quality** for **machine learning models** and maintained Excel-based **reporting**. Contributed to enhancing the accuracy and safety of self-driving systems.

Key Skills: Image Annotation · LiDAR Labeling · Machine Learning · Data Quality · Quality Assurance · Excel Reporting · Autonomous Vehicle Systems

---

EDUCATION

Bachelor of Engineering (B.E.)

Jun 2013 – Jul 2017
Mechanical Engineering

CERTIFICATES

Mastering: Generative AI | IIT Madras

JUL 2025

Gained foundational knowledge of Generative AI, including neural networks, supervised & unsupervised learning, regression models, AI/ML tools and automation techniques for creative and design workflows.

Certified Facilitator Training

TOOLS & SKILLS

Design Tools: Adobe Photoshop, Illustrator, Lightroom, InDesign, Canva, Figma

Productivity: Microsoft Excel, PowerPoint, Word, Spreadsheets

AI Tools: ChatGPT, PerplexityPro, Adobe Firefly, NotebookLM, Midjourney

Skills: Creative expertise, stakeholder collaboration, leadership, workflow optimisation

Languages: English, Hindi