

# Abhijit Gaikwad

Senior Design Leader



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## Profile



Strategic and creative design leader with 16+ years of global experience driving brand evolution, visual identity systems, and digital design excellence. Adept at leading high-performing teams, scaling brand systems across international markets, and aligning design innovation with business strategy. Known for crafting impactful, user-focused design solutions that strengthen brand equity and business outcomes—increasingly integrating AI and Generative AI to enhance design efficiency, personalization, and creative exploration.

## Core Competencies



- Brand Identity Systems
- Creative Direction & Strategy
- Design Leadership & Team Building
- UI/UX Design & Product Thinking
- Global Brand Scalability
- Cross-Functional Collaboration
- Digital & Print Media
- Style Guide Development
- Stakeholder & Vendor Management
- Data-Informed Design Decisions

## Work Experience

**2017 - Present**

**Hitachi Digital Services**  
*Design Manager*

Spearheaded the transformation and stewardship of Hitachi's global brand visual identity to align with enterprise-level ambitions, ensuring consistency across 30+ countries, platforms, and customer touchpoints.

Directed a multi-regional design team, fostering a collaborative culture that balanced innovation with consistency.

Developed and implemented comprehensive design systems and style guides to support global marketing, digital, and product initiatives.

Championed sustainable design practices, embedding them into design operations to support environmental goals and reduce costs.

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## Work Experience

**2017 - Present**

**Hitachi Digital  
Services**

*Design Manager*

Leveraged data and user insights to refine visual communications and elevate brand resonance.

Mentored junior designers and freelancers, building a resilient, future-ready design culture.

**2016 - 2017**

**Cognizant**

*Associate Projects*

Designed end-to-end visual solutions for enterprise-level call center applications, integrating business logic, UX insights, and brand expression.

Collaborated with cross-functional teams, including UX, SMEs, and developers, to ensure design excellence and functional scalability.

**2015 – 2016**

**FirstCry.com**

*Senior Designer*

Built and led a team of 10+ designers to create 'FirstCry Fashion,' establishing a recognizable identity for its kidswear and premium fashion lines.

Directed end-to-end creative processes—from campaign ideation and photoshoots to visual merchandising and lookbooks.

Drove the brand strategy for FirstCry Premium Store, delivering avant-garde promotional campaigns and retail storytelling.

**2012 – 2015**

**FirstCry.com**

*Senior Designer*

Led responsive UI design initiatives for FirstCry's e-commerce platform, focusing on seamless customer experience across devices.

Played a pivotal role in redesigning key user flows (Homepage, PDP, PLP, Checkout) with an emphasis on usability and brand alignment.

Directed design and development of mobile and web UI/UX, emailers, and integrated campaigns under tight deadlines.

Led cross-platform app design (Android, iOS, iPad), ensuring alignment with brand guidelines and consistent UX delivery.

**2007 – 2010**

**Biocare**

*Designer*

Designed and developed HTML-based websites and digital marketing materials.

Worked closely with marketing and business teams to implement creative solutions supporting brand visibility and customer engagement.

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## Recognition



-6× Creativity & Dedication Recognition – Hitachi Vantara

-2× Star Award Winner –  
REAN Cloud (now Hitachi Vantara)

-2× Performer of the Quarter – FirstCry.com

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## Education



-Bachelor of Commerce, Pune University

-Diploma in 3D Animation and Visual Effects

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# Thank you!