

Navin Balakrishnan

Creative Director | Product & Experience Design Leadership
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Professional Summary

Creative Director and design leader with 15+ years of experience shaping digital products, enterprise platforms, and brand ecosystems for global organizations. Proven track record leading multidisciplinary teams across UX, product design, motion, and brand to deliver scalable experiences used by millions of users.

Experienced partnering with product, engineering, and executive leadership to translate complex business problems into intuitive digital platforms, design systems, and customer experiences.

Background spans enterprise SaaS, healthcare platforms, retail ecosystems, and large-scale digital transformation initiatives.

Core Expertise

- Product & Platform Experience Design
 - Creative Direction & Design Leadership
 - Enterprise UX & Design Systems
 - Cross-Functional Leadership (Product, Engineering, Marketing)
 - Customer Journey & Service Design
 - Digital Transformation Programs
 - DesignOps & Team Development
 - Generative AI & Data-Driven Experience Design
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Professional Experience

Senior Creative Director

Cognizant | 2014 – Present

Lead creative direction and experience strategy across enterprise digital platforms, product ecosystems, and transformation programs for global clients in healthcare, retail, and technology.

Direct multidisciplinary teams spanning UX, product design, visual design, motion, and content strategy while partnering closely with product and engineering leadership.

Key Impact

- Led design strategy for enterprise platforms including healthcare treatment management systems, retail data platforms, and internal collaboration tools used by large global teams.
 - Built and scaled UX frameworks and design systems for major clients including AstraZeneca, 3M, and Kaiser Permanente, enabling consistency across complex digital ecosystems.
 - Partnered with Walmart on the **Finance Insights Pro platform**, designing UX for GenAI-powered dashboards enabling real-time financial intelligence and data exploration.
 - Directed design delivery across cross-functional teams using agile product development models, integrating UX thinking into sprint planning, backlog refinement, and product roadmaps.
 - Established DesignOps frameworks improving creative delivery velocity by **~30%** across distributed teams.
 - Led digital campaign and product launch creative spanning motion design, interactive dashboards, and video storytelling.
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Selected Client Engagements

Walmart — UX Program Lead | Finance Insights Pro

- Led UX direction for GenAI-enabled finance data visualization platform enabling business leaders to explore operational data through conversational interfaces and interactive dashboards.
 - Collaborated with product managers and engineering teams to define UX architecture, workflows, and data visualization patterns.
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Walgreens — Program Manager | Patient Care Portal 2.0

- Oversaw UX delivery for next-generation patient engagement portal, coordinating cross-team sprint planning, backlog management, and product releases.
 - Aligned UX strategy with product roadmap and healthcare compliance requirements.
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GSK — UX Architect | Cell & Gene Therapy Journey Platform

- Designed complex patient and clinician journey frameworks mapping treatment flows from registration through therapy administration.
 - Worked with SMEs and clinical teams to validate workflows and ensure compliance with regulatory and brand guidelines.
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AstraZeneca — Digital Program Manager | HCP Digital Platforms

- Led UX and digital campaign delivery across global pharma brands including Fasenra, Breztri, and Lynparza.
 - Defined UX structures and content architecture supporting healthcare professional engagement.
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Kaiser Permanente — UX Delivery Lead | ADEPT AEM Platform

Audited and redesigned enterprise AEM templates to improve accessibility, usability, and content governance across healthcare digital properties.

3M — Engagement Lead | OneIT Transformation Program

- Directed creative strategy and communication design for enterprise IT transformation initiative.
 - Developed experience frameworks supporting internal adoption and stakeholder engagement.
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National Creative Director

Indigo Consulting (Leo Burnett) | 2007 – 2014

- Led integrated creative programs for global brands spanning digital experiences, experiential activations, and brand campaigns.
- Managed multidisciplinary teams delivering work across digital platforms, event experiences, and integrated marketing campaigns.

Key Impact

- Directed large-scale brand campaigns for Coca-Cola, Kingfisher, and major healthcare organizations.
 - Designed experiential and interactive installations for international pharma congresses.
 - Built creative frameworks combining editorial design, motion storytelling, and digital interaction.
 - Mentored and developed high-performing design teams across multiple disciplines.
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Tools & Platforms

- Design: Figma, Adobe Creative Suite, After Effects, Axure
 - Platforms: AEM, enterprise SaaS platforms, data visualization systems
 - Innovation: Generative AI, multimodal content creation
 - Leadership: DesignOps, team building, vendor management
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Education

Bachelor of Arts (BA)