

## **Abhijit Thosar**

Vice President, Design Thinking and Innovation  
BNP Paribas, San Francisco

Abhijit is a design executive with a focus on design thinking to transform customer and enterprise experience. Over two decades, Abhijit has worked across continents, cultures and industries to help Fortune 100 brands innovate on product and service experiences, deliver business value and differentiate in the marketplace. Abhijit uses research to reframe problems, data to gain insights and design to simplify complexity. Many of his projects have won industry awards and recognition in global markets for their measurable impact on customer experience and underlying business metrics.

Abhijit has built and led large global design teams of digital strategists, researchers, UX designers, creative directors, data scientists and UI engineers. He has conducted many workshops on design thinking across North America, Europe and Asia. He has been an early adopter and evangelist of Agile product design using Lean UX.

Abhijit currently leads a Design Thinking and Innovation practice at a large global bank. His role involves reimagining customer journeys across lines of businesses and create a culture of customer-centric innovation at the bank. Abhijit is based in San Francisco Bay Area.