

Adobe: Scaling Experience Design and Omnichannel Content are Critical Differentiators for Today's Global Brands

[Cognizant Digital Business](#)



“Adobe’s cloud offerings span the entire journey that we are on with our clients. From design to creative, to content and marketing, our work with Adobe on new design-led programs leverages Adobe Creative Cloud and Adobe XD for content scale and experience design,” commented SVP and Global Head Cognizant Interactive, **Donna Tutts**, in a recent [Adobe Blog](#) post by Adobe’s VP and General Manager of Adobe Document Cloud and Adobe Creative Cloud, **Ashley Still**. Excerpts:

“I’m excited to announce a new design-led partnership with Cognizant Interactive to help global brands scale experience design and omnichannel content creation. Design and engaging content are critical differentiators for global brands living in the Experience Era. Our global brands and agency customers are asking Adobe to help them both differentiate their experiences through compelling design, and to drive efficiencies in creating content to drive brand loyalty and growth.

Adobe and Cognizant Interactive will jointly work with our mutual clients to increase the efficiency of content creation and production; help brands establish and operate their own in-house agencies; and manage and moderate content. These capabilities will simplify design operations and address the critical content velocity and user experience challenges facing Cognizant Interactive’s customers today.

Cognizant Interactive has a strong understanding of both the opportunities and challenges involved in creating content at scale, which is driving the need to integrate new tools and thinking into their design processes. To accomplish this, Cognizant will leverage Adobe Creative Cloud and Adobe XD CC, the all-in-one UX/UI solution for designing and prototyping mobile apps and websites, to deliver compelling content and amazing experiences faster than ever.”

To read the complete blog, click [here](#).

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