

Kedar Nimkar

nimkarkedar.com

nimkarkedar@gmail.com
+91 9886219108

EXPERIENCE

Lead Product Designer

Cleartrip *Dec 2010 - Ongoing*

Cleartrip is an award winning travel app and online portal that hosts 10M transactions a year. I lead the product design team and responsible for all design decisions & deliverables. Few notable projects in last 6 years have been; Re-imagining the booking experience for all products. Tuxedo-fying Cleartrip. Increasing hotel conversions. Launching Cleartrip local with 5 sub products.

Sr. UI Designer

PaperPlane *Jun 2009 - Dec 2010*

Paperplane is a boutique agency in Mumbai, India. I handled the entire design arm. From user study, competitive benchmarking, wireframing to final designs and deliverables. Select work in Paperplane; Obatimu, Timecity, Reliance Securities, Bluefrog.

Sr. UI Designer

burrp! *Feb 2009 - May 2009*

Burrp lets you discover restaurants, fine-dine experiences, reserve a table & more. In a short stint of 4 months, I launched SBS (Small business solutions for restaurant owners) & Watchlist (set personalised reminders for shows you don't wanna miss).

Art Director

Webchutney *Jan 2006 - Feb 2009*

Webchutney (Now part of Denstu) is an award winning online digital service agency. I worked as an art director and successfully launched websites and products like, Titan, Flyingfisher, NCPA and tons of advertising campaigns.

Web Designer

Indigo consulting *Jun 2005 - Jan 2006*

A Leo Burnett Company – Digital marketing agency in India. I worked as a designer and UI developer working on emailers and marketing campaigns. I worked on HDFC (One of India's largest bank) portal and was responsible for all the email & marketing creatives.

I write about design and philosophy on Designbaba. I perform magic shows & love Hindustani classical music.

EDUCATION

Masters in Computer Application

Jun 2005 - Jan 2006

74% @ Mumbai University

Bachelors in Science - Computers

2000 - 2003

64% @ Mumbai University

AREAS OF EXPERTISE

- Communication & strategy
- Mentoring team and managing deliverables
- Web & mobile app design
- HTML & CSS
- User flows, documentations & IA
- Photoshop & Sketch
- Rapid prototyping using Keynote
- Pen my ideas on IA writer