Kedar Nimkar

Product Design Leader

+91 9886 219 108
nimkarkedar@gmail.com
nimkarkedar.com

ABOUT ME

With over 15 years of experience in solving design challenges in both B2C and B2B domains - I am a design leader who focuses on mentoring and building design teams; partnering with business and delivering compelling user experience for brands and products that I work for.

MY APPROACH

Always design by considering the user's larger context. This involves extensive research, empathy, attention to detail, and teamwork. I believe in being a full-stack designer.

CAREER HIGHLIGHTS

↑ Envisioned BookMyShow (50M MAUs) from being a purely transactional platform to a content and engagement platform.

↑ Designed Cleartrip's (500M Valuation) core booking experience for flights, hotels, and trains. Launched Cleartrip Local as an independent line of business. Cleartrip has featured in App Store as editor's choice multiple times for its sleek UI and great user experience.

↑ I host, curate, and produce, India's leading design podcast called Audiogyan. With more than 175 episodes and 2L downloads, Audiogyan is rated among the top 10 Podcasts in design on iTunes and other leading editorials.

PROFICIENT AS

Design Leader

Leading & Mentoring teams • Strategic planning • Re-imagining products • Facilitating design critique • Organising workshops • Championing disruptive ideas

Designer

Architecting user flows • Interactions • Prototyping • Wireframes • Visual Design • Design Thinking • Design Systems • HTML/CSS

Researcher

Data analysis • Persona Building • Usability & A B Testing • Qualitative and quantitative research • Surveys • Conducting focus groups

EXPERIENCE

Head of Design, BookMyShow
Jul 2018 - Present | Mumbai

- Head the product and graphic design team. This multidisciplinary 25 member team powers the core BookMyShow apps, multiple ancillary businesses (B2B Cinema systems, backend CMS, On Ground services, etc.) and supports thousands of creatives that showcase movies and events on BookMyShow platform.

- Currently building a B2B2C product; "List your show" (DIY Tool) for event organizers to create and manage their events that cut listing time from 4 days to under 60 minutes.

- Set a long term design strategy for BookMyShow, built a comprehensive Design System, introduced efficient documentation and operational guidelines (ImageKit, Jira processes, etc.) that have improved design productivity by over 400%.

- Re-envisioned BookMyShow from being a pure transactional ticketing platform to content and engaging platform with innovative products like Buzz Feed, Watch Guide (India's largest source of OTT data), and built an ad-tech platform to serve personalized ads to monetize the engagement.

- My teams have been responsible for improving and optimizing various conversion funnels across the product experience. Re-designing the world's most complex booking steps for Live entertainment increased the funnel by 38% within a week.

Design Lead, Cleartrip Travel Services
Jul 2010 - Apr 2017 | Bangalore

- Led an agile team of 6 full-stack product designers who were also front end developers. My team was responsible for user research and shipping pixel-perfect designs which resulted in great user experiences.

- Assisted redesign of the core booking experience for flights, hotels, and trains across the app, mobile website, and desktop. This led to a whopping 25% increase in the conversion.

- My team re-looked at hotel discovery and booking experience which resulted in 12K room nights a day - highest ever done in 2015.

- Under my guidance, Cleartrip built the world's first mobile app-driven flight amendment capability - similar to round-trip display of flights on a single page (desktop and mobile)

- Blogging about design nuances and how we built things at Cleartrip, has immensely helped in acquiring good design talent and building strong communities that appreciate good design.

Sr. UI Designer, PaperPlane Solutions
Jun 2009 - Dec 2010 | Mumbai

- As a highly motivated designer, I juggled between multiple roles. From understanding business requirements, crystallizing them into well-defined problem statements to delivering pixel-perfect interfaces.

- Built end-to-end digital experiences for Bluefrog, Reliance Securities, Times City, Titan, and Oblicore.

Art Director, Webchutney (Now Dentsu Webchutney)
Jan 2006 - Feb 2009 | Mumbai

- Led my first transition that pivoted Webchutney's line of service from an agency model to building products - this is where I found my passion to solve problems.

- Honed my skills with emailers, banners, brand campaigns, microsites; graduating to design experiences for medium-sized websites like Titan Watches, Flykingfisher Airlines, NCPA theatre website, and many more.

PASSION PROJECTS ❤️

Host, Curate & Produce, Audiogyan Podcast

With this project, my aim is to document and share, first principles of designers and artists that can be helpful for future generations and fellow designers. With more than 175 episodes and 2L downloads in which I interview Indian designers and artists; luminaries of the creative world. Audiogyan is rated among the top 10 Podcasts in design on iTunes and other leading editorials.

Vipassana

Designed the V1 of Dhamma.org app which is used in more than 100 countries in 52 languages (rated 4.8 on App Store and 4.7 on Play Store) - I also provide continued design support to later versions and their digital/print outreach. This fuels good Karma.

EDUCATION

Masters of Computer Application
Mumbai University (2003-06)

BSc. Computer Science
Mumbai University (2000-03)