Kedar Nimkar

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A multidisciplinary designer with over 12+ years of experience in building online products. I care about user experience, form & function, design, poetry & simplicity.

EXPERIENCE

Design Consultant

Currently I am helping companies to build their products; PropertyGuru (Singapore), Pariyatti.org (Global) and Design Capital

Head of Product Design
@ Cleartrip (Jan 2010 – Apr 2017)

Cleartrip is an award-winning travel app with over 8 million downloads and hosts over 10 million transactions a year. Highlights of 6 years:

- Hiring, mentoring and building the design team. Responsible for all design decisions & deliverables

- Re-imagined the booking experience for Air, Hotels, Packages and trains which increased the conversion by 2%

- Redefining the Hotels search product which lead to a 20% increase in overall room night and bookings.

- Launched Cleartrip Local in 2015 with 4 product lines which increased the traffic to Cleartrip Travel site by 20%

- Successfully revamped the Cleartrip Mobile website which contributed to 54% traffic, thereby making an important channel for overall bookings.

- Was also influential in crafting experience for Cleartrip for Business and launched Arabic website for Middle east.

Sr. Interface Designer
@ PaperPlane (Jun 2009 – Dec 2010)

Paperplane; a boutique agency has built & maintained products for Indian and international clients for last 15+ years.

- Managing and mentoring a team of in-house designers as well as external design resources. Estimating effort, assigning resources, conducting internal design reviews and quality checks along with hands-on design

- Successfully implemented end-to-end design solutions for leading brands in India as well as in the USA – Bluefrog, Reliance Securities, Quant Capital, Oblicore, Rapid7 & Timescity

SKILLS

Self motivated
Hardworking
Persuasive
No mediocrity
Honest

HTML / CSS
Product Design
Interface Design
APP Design
Communication
Strategy
Information Architecture
and Analytics

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Sr. Interface Designer
@ burrp! (Feb 2009 - May 2009)

Burrp is one of the leading products of India which lets you discover restaurants, fine-dine experiences, reserve a table & more. In my short span of 4 months, I was responsible for launching Small Business solutions for restaurant owners. Built and released Watchlist for burrp.tv

Art Director
@ Webchutney (Jan 2006 – Feb 2009)

Webchuntey (Now part of Denstu Digital network) is an award winning online digital service agency handling clients across India. I was responsible for pivoting Webchutney's line of service from agency model to building products. In my 3 year stint, I handled numerous brand campaigns, microsites and successfully launched websites like, Titan, Flykingfisher, NCPA, Diageo India.

Web Designer
@ Indigo Consulting (Jun 2005 – Jun 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.

OTHER PROJECTS

signages.co
A project with social responsibility as a designer to make well designed Signage for a responsible and delightful neighbourhood.

audiogyan.com
Podcast serving reference material for those interested in Design, Performing arts and Philosophy.

Vipassana App
Vipassana is a form of meditation practice. I volunteered to design an app for Vipassana which is in more than 52 languages in used in more than 100 countries across the globe. Good Karma!

EDUCATION

Masters in Computer Application (2006)
First class (74%) from Mumbai University

Bachelors in Science – Computers (2003)
First class (64%) From Ramnarayan Ruia College, Mumbai University

INTERESTS

Design
Philosophy (medium/mondo)
Magic
Film making
Poetry
Hindustani classical music