Kedar Nimkar

Product Designer

nimkarkedar@gmail.com
+91 9886 219 108

EXPERIENCE

BookMyShow · AVP Design

Jul 2018 - Present (Mumbai)

India's largest entertainment ticket company

- Currently handling a team of 12 Product Designers and 15 Graphic Designers to deliver great discovery and booking experience.
- Implemented best design practices to collaborate with engineers, product managers and business stakeholders.
- Succesfully launched 3 new features; Movie Mode, Superstar Program, Fanhood. (Exclusive Merchandise Store)
- Responsible for improving & optimising various flows to increase funnels and conversions across the App and desktop.

Cleartrip · Head of Design

Jul 2010 - Apr 2017 (Bangalore)

India's 3rd largest OTA know for it's user experience

- I led a team of 6 product designers and was responsible for all design decisions and deliverables.
- Re-desgined the core booking experience of Flights, Hotels and Trains across the web and app which led to 25% increase in conversion. Also launched a new vertical; Cleartrip Local.
- Worked closely with user researchers and business to re-define how users discover and book hotels.

Paperplane · Sr. Interface Designer

Jun 2009 – Dec 2010 (Mumbai)

In this boutique agency; I 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. Apart from being hands-on designer, my role was to make effort estimates, assigning resources and do design reviews.

Webchutney · Art Director

Jan 2006 – Feb 2009 (Mumbai)

Webchuntey is an award winning digital agency. 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.

SKILLS

Managerial

Mentoring	Team building
Hiring	Critical thinking
Collaboration	Planning

Technical

Visual Design	Writing
Prototyping	User research
Coding	Analytics

TOOLS I USE

Sketch	Illustrator
Photoshop	Excel (yes excel)
Keynote	Principle

EDUCATION

Masters of Computer Application
Mumbai University (2003-06)

BSc. Computer Science
Mumbai University (2000-03)

SIDE PROJECTS ❤️

Audiogyan

Dec 2016 – Present

I host, curate and produce a podcast called Audiogyan where in I interview Indian designers, artists and lumanaries of the creative world.

Vipassana App

Dec 2016 – Present

Vipassana is a Buddhist meditation practice. I architected and designed the Vipassana app. It's used in more than 100 countries in 52 languages.

Select work & case studies at nimkarkedar.com