

Kedar Nimkar

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I have been designing digital products for the past 15 years. My skill set is a blend of hands-on craftsmanship and building highly functional teams. Together, we create delightful products and drive business growth.

2020-NOW
Head of Design (VP)
Jupiter & Bullet

Building Jupiter - 100% digital bank. Successfully launched Bullet - Buy Now. Pay Later product based on UPI. Bullet is the fastest and simplest payment app in India with 4.7 rating on Play store.

2018-20
Head of Design (AVP)
BookMyShow

Led a 25 member team of multi-disciplinary designers that built a robust design system. Implemented best practices to improve design team's productivity by 400%.

On supply side of things, built "List your show" (DIY tool) for event organisers which made listing of events possible under 60 minutes from earlier 4 days.

Re-designed one of the most complex booking steps for live entertainment and increased conversion funnel by 38%.

Helped leadership re-envision BookMyShow from being a pure ticketing platform to content, engagement and revenue generation platform. Built innovative products like Buzz, Watch List, Ad-tech platform and more...

2010-17
Design Lead
Cleartrip Travel Services

Redesigned core booking experience for flights, hotels and trains across desktop and app which lead to a 25% increase in conversion.

Introduced Cleartrip local which was an independent business across India and middle east.

Led and managed 6 member agile team that was also responsible for building several features like, Expressway, Pay@Hotel, Weekend Getaways, Collections and more...

2009-10
Sr. UI Designer
PaperPlane Solutions

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.

2006-09
Art Director
Webchtune

Honed my skills with emailers, banners, brand campaigns, microsites, HTML CSS; graduating to design experiences for medium-sized websites like Titan Watches, Flyingfisher Airlines, NCPA theatre website, and many more. This is where I found my passion to build products to solve user problems.

Ongoing ❤️
Passion Project
Audiogy

I host, curate and produce Audiogy podcast. A podcast that documents thoughts, ideas and philosophies of Indian designers and artists. Produced more than 200 episodes and is rated among the top podcasts on iTunes and other leading editorials.

Ongoing ❤️
Passion Project
Legends of India

"Legends of India" project aims to make every Indian feel proud of its rich and diverse heritage. Along with an illustrator friend, I research, design and produce beautiful looking collectibles like information cards, postcards and magnets.

Ongoing
Passion Project
Vipassan Meditation App

Designed 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 continue design support regularly. Fuels good Karma.

A Design Leader

Leading, hiring and mentoring teams, identifying growth opportunities, re-imagining products and evangelising design.

A Collaborator

I engage in strategic planning with stakeholders. Facilitate design critique, workshops and talks to share importance of good design. Champion disruptive ideas to fuel growth and design thinking.

An Individual Contributor

As a designer, I believe in being a hands-on practitioner - From user research to architecting flows, from wireframe to shipping pixel perfect delightful interfaces is all Product design. This keeps me on the edge to use latest tools and technologies like Figma, HTML/CSS, Google analytics, Adobe Creative Suite and more...

Education

Masters of Computer Application
2003-06 - Mumbai University

BSc. Computer Science
2000-03 - Mumbai University