Kedar Nimkar

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I am a design leader who cares about empowering teams, crafting experiences and delivering value to all stakeholders in the ecosystem. In my last 16 years, I have built many B2C & B2B products in Fintech, Travel and Entertainment.

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

Leading a 8 member design team of a fast paced growing Fintech. In last 2 years, I successfully launched 5 big verticals - Investments, Buy Now Pay Later, Cards, Personal finance & Banking.

2018-20
Head of Design (AVP)
BookMyShow

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...

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, 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%.

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 **Webchtuney**	Honed my skills with emailers, banners, brand campaigns, microsites, HTML CSS; graduating to design experiences for medium-sized websites like Titan Watches, Flykingfisher Airlines, NCPA theatre website, and many more. This is where I found my passion to build products to solve user problems.
Ongoing ❤ Passion Project **Audiogyan**	I host, curate and produce a podcast on design and arts. On Audiogyan, I speak to luminaries of the Indian creative world. With over 600M minutes of content consumed in the last 5 years. It was rated among the top 10 podcasts on Apple Podcasts in India.
Ongoing ❤ Passion Project **Legends of India**	"Legends of India" project aims to make every Indian feel proud of it's rich and diverse heritage. Along with an illustrator co-founder, we are researching and designing beautiful and well crafted collectibles.
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 empowering teams, identifying growth opportunities, re-imagining products, creating value for stakeholders through design. Evangelising design.
A Collaborator	I engage in strategic planning with stake holders. 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 - From Figma to Analytics tools.

Education	Masters of Computer Application 2003-06 - Mumbai University BSc. Computer Science 2000-03 - Mumbai University