

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

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.
- Have written numerous blogposts sharing design nuances and insights to fellow designers in India and across the world.

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

Sr. Interface Designer

@ burrp! (Feb 2009 - May 2009)

Burrrp 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 burrrp.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, Flyingfisher, 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.

S I D E P R O J E C T S

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!

E D U C A T I O N

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

I N T E R E S T S

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