Nishant Kaku

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SUMMARY

Accomplished UX leader with **18+ years** of expertise in diverse industries including food tech, fintech, and ed-tech. Strong academic foundation with an MBA and MFA, and certified usability and user experience analyst. Proven track record in design thinking, UX strategy, team leadership, and user research, with **13 years of people management** experience.

"Nishant and I worked together in Domino's India with the aim to make it a food-tech powerhouse. He was heading a strong team of UX Design for the whole of Jubilant Foodwork comprising of the brands like Domino's, Popeyes, Ekdum and Hong's Kitchen.

He is of the best product/experience design persons I have ever worked with. His knack for understanding user personas and their pain points, coupled with strong knowledge of best practices in user experience designing makes him a great asset to any organisation looking to build a solid product design team. Another big trait of Nishant is his ability to deliver things under pressure without compromising on quality." – **Rahul Gupta**, Director of Product, Jubilant Foodworks Ltd.

SKILLS

UX Strategy: Design Thinking, User Research, Competitor Analysis, UX Design, UI Design, A/B Testing, Prototyping, Wireframing, User-Centered Focus, Conversational UX, Qualitative Research Studies

Team Management: Design Leadership, Resource Planning, Mentoring, Backlog & Roadmap Planning, Cross-Functional Collaboration, Team Building, Strategic OKR Planning, Design Process

Business Acumen: Metric-Driven Decision-Making, User Funnel Analysis, Budget Management, Stakeholder Management, Competitive Analysis, Product Development, Strategic Influence

TOOLS: Figma, Sketch, Photoshop, Invision, Maze, Balsamiq, Miro, HTML

EXPERIENCE

Cashfree Payments Pvt. Ltd.   Bengaluru
Associate Director - UX   Aug 2022 - Till Date
- **Key Projects:** Slashed care tickets by 46% via Dispute Revamp; Seamless Vendor Onboarding for easy split resulting in reduced TAT and manual interventions; Subscriptions Revamp resulted in improved customer satisfaction by 20%
- Enforced UX design principles, orchestrated UX newsletter, engaged customers for insights, and spearheaded research-driven projects with analysis (CSAT, CES, Merchant Interviews), defining and aligning UX OKRs with business OKRs

Jubilant Foodworks Ltd.   Noida

Lead Manager - UX   Oct 2020 - Jul 2022

- As head of UX design & research, I orchestrated and led multiple revamps for Domino's, resulting in incremental revenue opportunity of ₹20CR/year and cost savings of ₹1Cr/Year
- Achieved lifetime high ratings for Domino's App: Android (4.2) & iOS (4.7)
- Launched Popeyes India's online ordering experience, achieving 10,000+ app downloads and 3,000 DAUs within the first month

Infoedge India Ltd.   Noida

Principal Designer - UX   Apr 2014 - Sep 2020

- Orchestrated personalisation project, increased registrations & responses by 150% YOY
- Led the revamp of enterprise products (CRMs, CMSs, & LMSs) contributing to a 47% uplift

PREVIOUS EXPERIENCES

Brentwoods Education Pvt. Ltd. - Creative Lead (Dec 2013 - Feb 2014)
One97 Communication Ltd. (Paytm) - Asst. Manager-Graphics (Sep 2013 - Dec 2013)
India Today Group - Deputy Art Director (Oct 2008 - Aug 2013)
Horizon Print Services - Graphic Designer (Dec 2005 - Sep 2008)

EDUCATION

MBA – Leadership & Strategy   Hyderabad, India

Indian School of Business   Jul 2021 - Dec 2022

MFA – Animation   Delhi, India

Arunachal University of Studies   Jul 2011 - Jun 2013

CERTIFICATIONS

CUA – Certified Usability Analyst   License 2015-5831

Human Factors International   Dec 2015

CXA – Certified Experience Analyst   License 2018-520

Human Factors International   Jul 2018

Awards

- Cashfree Payments: Going Extra Miles Award, 2024
- Jubilant Foodworks: Gold Award, 2021
- Infoedge: Merit Award, 2017; Apex Award, 2014

Publications

- To be (Pixel) Perfect, or not to be
- WWH Framework: Understand, Define & Improve Product Success

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