

Nishant Kaku

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SUMMARY

Accomplished Product Design leader with 20+ years of experience designing and scaling complex consumer, fintech and enterprise platforms, including 15+ years leading designers and design managers. Proven expertise in end-to-end product design, UX strategy, user research and interaction design, partnering with Product, Engineering and Executive leadership to simplify complex systems through intuitive, scalable experiences. Strong foundation in systems thinking, customer journey mapping, design systems and enterprise UX, backed by an Executive MBA (ISB), MFA (Animation) and Human Factors International certifications (CUA & CXA).

"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

Director – Design & Research | Housing.com (REA India), Gurgaon *Dec 2025 – Present*

- Lead end-to-end Product Design, UX Strategy and Research across Housing.com's buyer, seller and broker ecosystem, translating customer journeys into scalable product experiences.
- Drive design excellence through research, design systems, workflow standardisation and design operations while mentoring designers and strengthening cross-functional collaboration.

Associate Director - UX | Cashfree Payments Pvt. Ltd., Bengaluru

Aug 2022 - Nov 2025

- Led end-to-end Product Design across Payments, Merchant Platform and Cashfree's SMB growth charter (5x monthly transacting users, 46% reduction in customer care tickets), defining UX strategy, customer journeys and research practices for complex financial workflows.
- 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

Lead Manager - UX | Jubilant Foodworks Ltd., Noida

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

Principal Designer - UX | Infoedge India Ltd., Noida

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

2005 – 2014

Brentwoods Education (Creative Lead) • Paytm (Assistant Manager – Design) • India Today Group (Deputy Art Director) • Horizon Print Services (Graphic Designer)

EDUCATION

MBA – Leadership & Strategy

Indian School of Business

Hyderabad, India

Jul 2021 - Dec 2022

MFA – Animation

Arunachal University of Studies

Delhi, India

Jul 2011 - Jun 2013

CERTIFICATIONS

CUA – Certified Usability Analyst

Human Factors International

Licence 2015-5831

Dec 2015

CXA – Certified Experience Analyst

Human Factors International

Licence 2018-520

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
