

Nishant Kaku

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SUMMARY

Hands-on design leader with 20+ years across fintech, consumer tech, and enterprise platforms, including 15+ years leading teams. Experienced in UX strategy, design systems, user research, governance, accessibility, and cross-functional delivery, with deep involvement in discovery, journey mapping, interaction design, prototyping, and usability testing. Focused on measurable outcomes across complex workflows.

"Nishant is one of the best product/experience design leaders I've worked with. His empathy for user personas and pain points, strong UX practice, and ability to deliver under pressure without compromising quality make him a great asset to any product design team." – **Rahul Gupta**, Director of Product, Jubilant Foodworks Ltd.

SKILLS

Design Leadership: Design Vision & Strategy, UX Strategy, Design Systems, Design Craft & Quality Bars, Design Critique, AI-Enabled Design

Leadership: Building & Scaling Teams, Hiring & Talent Development, Coaching Design Managers, Org Design, Cross-Functional Partnership, Design Operations, Executive Stakeholder Management

Business & Product: Product Strategy, Ambiguous Problem Solving, Roadmap Planning, Metric-Driven Decisions, Customer Insights, Executive Communication, Strategic OKR Planning

Tools: Figma, Framer, Miro, Claude, ChatGPT, Gemini, n8n, Maze, HTML/CSS, AI-assisted Prototyping

SELECTED AI & AUTOMATION INITIATIVES

Agentic research workflows using n8n & LLMs • AI portfolio assistant (Framer + Cloudflare Workers + LLM APIs) • Claude, GPT & Gemini for prototyping and UX exploration

EXPERIENCE

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

- Lead Design & Research across Housing.com's consumer, seller, and broker ecosystem, partnering with Product and Engineering leadership on product strategy and roadmap.
- Drive research-led decisions across search, discovery, listings, trust, and verification, while establishing design principles, quality frameworks, and a scalable design system.
- Stay hands-on through prototyping, customer research, conversational UX, experience reviews, and AI-enabled research/design workflows using LLMs and agentic pipelines.

Associate Director – UX | Cashfree Payments Pvt. Ltd, Bengaluru *Aug 2022 – Nov 2025*

- Led UX strategy across complex payment workflows including merchant onboarding, KYC, self-integration, subscriptions, and transaction-readiness journeys, aligning design with activation, support reduction, and business OKRs.

- Revamped KYC/onboarding by simplifying 8+ steps and ~50 sub-steps, improving PAN validation, contextual guidance, and lifecycle communication; increased Signup-to-KYC **conversion by 17%**, **reduced completion time from 21 to 13 minutes**, and **improved PAN collection by ~7%**.
- Redesigned self-integration and merchant lifecycle experiences through segmented journeys, step-wise checklists, walkthroughs, and next-step CTAs; **improved Activation-to-Transaction conversion by 3.5%** and **achieved an 87% completion rate**.
- Reimagined post-onboarding merchant experiences around business health signals, milestone nudges, and growth opportunities; **reduced support tickets by 46%**, **increased active users by 32%**, and **reduced uninstalls by 18%**.

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 an **incremental revenue opportunity of ₹20 Cr/year** and **cost savings of ₹1 Cr/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

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

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 Licence 2015-5831

CXA – Certified Experience Analyst Licence 2018-520

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