

Eshaan Kaul

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7+ years of expertise in building products across Fintech, AI/ML, Voice, & web3. Led the launch of 5+ apps to 100M users across emerging markets. Known for my deep listening, intuition, and action-orientation

Experience

Independent Product Consultant

SEPT'21 - JUL'22

REMOTE

- Worked with early-stage founders across FinTech, Web3, and Creator Economy on Product Management and Design to conceptualize the Go-To-Market Strategy for MVP and create short/mid-term product roadmap
- Interfaced with engineering, marketing and sales teams to establish SOPs to achieve on-time releases for fundraising efforts

Flipkart

JAN'19 - APR'21

Product Designer II, Voice Conversational Assistant

BANGALORE, IN

- Led the VUI design for voice & conversational AI constructs (Voice Search, Flippi, Grocery Assistant & Support Chatbot). Increased Voice Search adoption rate from 29% to 38% in 6 months and decreased bounce rates in Grocery Assistant from 60% to 55%
- Designed a conversational Decision Assistant Chatbot & revamped the Support Chatbot

Product Designer I → II, Fintech & Payments

- Spearheaded the launch of Co-branded Credit Card program, which observed issuance of 500,000+ cards in first 6 months
- Took ownership of product design for Consumer Finance products - Pay Later, Advanz EMIs & Advanz App, scaled Pay Later to 1 M+ approved users, and increased its checkout adoption from 7% to 18%
- Evangelized product vision in road shows. Prioritized Product Roadmap with PMs, aligning the product vision with the customer needs. Researched market opportunity and defined customer segmentation and value proposition, as well as marketing and sales content.

Playment

APR'18 - JAN'19

Product Designer, Design Systems

BANGALORE, IN

- Designed Jarvis, a platform that facilitates data annotations, monitors workforce and manages projects; which reduced project setup time by ~25%
- Worked with engineering to build a design system - Pixel, which increased designers' throughput by ~33% and scaled the coverage of the design system to 3 products

Achievements & Certifications

- Awarded - Mission Impossible, Chandrayaan 2, Kool and the Gang for my contributions to the Fintech & Payments Group, 2020-21
- Certifications: Machine Learning Foundations for Product Managers (Duke University), Data Analysis with R Programming (Google), Intro to AR/VR/MR/XR (University of Michigan), Bloomberg Market Concepts, etc

Education

Cornell University - College of Computing and Information Science

Masters in Information Science

MAY'23

VC Associate at Big Red Ventures. Research Assistant in The Virtual Embodiment Lab. Core Team Member at Cornell Entrepreneurship (Life Changing Labs)

Pune University - Pune Institute of Computer Technology

Bachelors in Computer Engineering

MAY'16

Front-End Project Intern at Vixlet. Front-End Development Intern at GroupM. Founded Spectro. Member of PICT IEEE Student Branch, ACM

Skills

Product Development

Product Management, Interaction Design, Lo-Fi/Hi-Fi Prototyping, Design Systems

Tools & Software

Figma, Adobe Creative Suite, Sketch, Principle, Origami Studio

Prototyping & Development

Rapid Prototyping (HTML, CSS, JS), Python, Jekyll, VueJS, Processing, Arduino, Git, R Programming

Talks & Workshops

- IIT Gandhinagar - What's IIT Got To Do With it? - On Product Design, 2021
- 'Building for Bharat' by Women in Product - On Financial Inclusion, 2019
- Monochrome Meetup - On Cognitive Modeling Techniques, 2018