

# Eshaan Kaul

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Product Designer with experience across Fintech, E-Commerce, AI/ML- SaaS, Voice, & web3. I'm endlessly fascinated by people, which helps me understand the human needs underlying product experiences and develop strategies to link user needs to business goals

## Relevant Experience

### Milieu & Co.

SEPT'21 - PRESENT

#### Lead Product Designer

REMOTE - SEATTLE, WA

- Working with early-stage founders across FinTech (ZeoMoney - Earned Wage Access), Web3 (Webform.vc - Equity Pooling, WeTrade - Crypto Exchange) and Creator Economy on setting up their design practice to conceptualize their product, and create a short/mid-term product roadmap - raised \$20m+
- Scoped design work based on desired outcomes, available resources and timeline – designed and facilitated multi-disciplinary workshops and prototyping sessions to make ambiguous concepts tangible and actionable

### Flipkart

JAN'19 - APR'21

#### Product Designer II, Voice Conversational Assistant

BANGALORE, IN

- Led the VUI design for Voice Search/Assistant, Grocery Conversational Commerce Assistant & Support Chatbot in collaboration with Conversational Designers, and Data Scientists. Increased Voice Search adoption rate from 29% to 38% and decreased bounce rates in Voice Assistant by 5%
- Launched a conversational Decision Assistant Chatbot & revamped the Support Chatbot which attracted >10k/month customers and a conversion uplift of 3 bps under control trails

#### Product Designer I → II, Fintech & Payments

- Spearheaded the launch of Co-branded Credit Card program with Mastercard & Axis Bank, which observed issuance of 500,000+ cards in the first 6 months
- Drove end to end product design for Consumer Finance products - Pay Later, Advanz EMIs & Advanz App, in collaboration with UX Researchers, Product Marketing, Visual Designers, UX Writers – Scaled Pay Later to 1 Mil+ approved users and increased its checkout adoption from 7% to 18%
- Prioritize Product Roadmap with PMs, aligning the product vision with the customer needs – Researched market opportunity, customer segmentation and value proposition, and marketing content
- Launched Silent Authentication with VISA checkout which resulted in a 70 bps improvement in payment success rate

### Playment

APR'18 - JAN'19

#### Product Designer, Design Systems

BANGALORE, IN

- Designed Jarvis, a SaaS platform that facilitates data annotations, monitors workforce, and manages projects for ML Engineers; which reduced crowdsourcing project setup time by ~25%
- Developed Playment's design system - Pixel, which increased designers' throughput by ~33% and scaled the coverage of the design system to 3 web-based products

## Education

### Cornell University - College of Computing and Information Science

Masters in Information Science (HCI)  
MAY'23

Research Assistant in The Virtual Embodiment Lab - VC Associate at Big Red Ventures - Core Team Member at Life Changing Labs - Teaching Assistant for Capstone Project

### 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

Interaction Design, Lo-Fi/Hi-Fi Prototypes, Design Systems, DesignOps, Product Strategy, Mobile and Web Design, User Research

Figma, Adobe Creative Suite, Sketch, Principle, Origami Studio, Rapid Prototyping (HTML, CSS, JS), Python, Jekyll, VueJS, 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