

Eshaan Kothari

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Portfolio: <https://eshaankothari.com>

EDUCATION

University of Southern California's Iovine and Young Academy

Expected Graduation: May 2027

B.S. Arts, Technology and the Business of Innovation | Minor: Business Finance

GPA: 3.8, Dean's List (All Semesters)

Relevant Coursework: Product Design, Design Strategy, Marketing, Graphic Design, UI/UX Design, Product Management, Entrepreneurship, Innovation, Social Media Strategy, Web development, Corporate Finance, Data Driven Analysis & Decision Making

EXPERIENCE

Svelt | Founder & CEO - <https://svelt.us/>

Jan 2025 - Present | Los Angeles, CA

- Founded Svelt, a consumer-product startup selling a premium portable laptop stand for ergonomic posture, heat dissipation, portability, and stable lap use; ran the venture solo as a full-time student.
- Led product development from concept to manufacture through iterative design, prototyping, and user-feedback testing, refining ergonomics, portability, and build quality across revisions.
- Sourced and negotiated with overseas manufacturers to optimize unit cost and lead times; coordinated warehousing and fulfillment.
- Built brand and GTM through landing pages, 100+ social assets, influencer/email campaigns, and founder-led video; ran ads at <\$1 CPC and >5% CTR, launched affiliate programs, and earned CBS LA and tech-blog coverage.
- Generated 2,500+ pre-launch leads converting to 270+ preorders and early sales, earning a 4.4/5 Trustpilot and 5/5 Shop rating.

Digital Avenues | Product Design Intern

May 2026 - Present | Singapore

- Led design for Tenon, a platform that helps mid-sized companies get real results from AI by mapping how their business works through knowledge, processes, systems, and permissions, and building AI-powered workflows on top of that model.
- Created Tenon's brand identity, visual assets, and design system, building consistency across the product and all marketing materials.
- Designed the platform UI, information architecture, user flows, polished screens, a reusable component library; designed and developed the marketing website and sales material for operations and finance buyers.
- Wrote PRDs, user stories, and acceptance criteria, breaking requirements into sprint-ready tasks for engineering and QA.

Sier Technologies | Product Designer

Dec 2024 - Mar 2025 | Los Angeles, CA

- Designed Sier Sidekick - an AI powered video recording device that mounts onto eyewear; optimized the design by reducing product volume by 20% while fitting all required internal components.
- Created photorealistic renders and animation videos to support digital marketing, product storytelling, and launch communication.
- Planned and produced content for landing page, social ads, and Kickstarter campaign to strengthen engagement and brand visibility.

Steve Jobs Archive | Impact Lab Partner, Team Lead

Jan 2024 - Apr 2024 | Los Angeles, CA

- Collaborated with the SJA team on a curated program to bring design and innovation resources to underserved communities.
- Led a cross-functional team to launch a 10-week high school mentorship program, increasing skill acquisition by 30%
- Conducted surveys and interviews with 100+ participants to shape the program's structure for maximum relevance
- Built the program framework around weekly workshops, expert-led lectures, mentorship, and hands-on projects

LEADERSHIP & PROJECTS

ProductSC (USC Product Management Organization) | VP of Client Services, Board Member

Aug 2025 - Present

- Lead client services for USC's flagship product club, overseeing student teams across PM, design, development, and marketing.
- Clients: Amazon, Riot Games, Intuit, Snap Inc, Disney, Various Startups
- Manage project execution end-to-end, coordinating client communication, requirements, pitches, and final deliverables.
- Rebuilt the product management curriculum and mentored members through projects, increasing club retention from 15% to 40%.
- Drove a 3x increase in program applications over two semesters by sharpening the club's value proposition and member experience.

Palette (Google Labs) | Team Lead

Aug 2025 - Dec 2025

- Designed Palette, an AI tool helping students close the gap between beginner skills and industry-level prompting.
- Led a cross-functional team of 7 across design, engineering, and business from discovery to working prototype.
- Ran user testing with USC students across 4 majors, validating demand and surfacing the need for deeper integrations.

Abacus Timepiece | Designer

Aug 2024 - Dec 2024

- Designed an abacus inspired watch concept that reinterprets traditional abacus beads through a modern mechanical watch.
- Earned design recognition from IDA (Gold) and NY Product Design Awards (Silver); secured patent (US Patent No. D965445S).

SKILLS & Interests

Creative: Product Design, UI/UX Design, Graphic Design, Rendering & Animation, Design Thinking, Photo & Video Editing

Technical: Autodesk Fusion360, Solidworks, Keyshot, Adobe Suite, Figma, Claude, ChatGPT, Microsoft Office, Google Workspace

Marketing: Social Media Strategy, Brand Strategy, Paid Ads Management, Social Content Creation, Email Marketing, Affiliate Network

Core Skills: Product Roadmapping, User Research, Business Analysis, GTM Strategy, Risk Analysis, Financial Modeling

Interests: Watches, Entrepreneurship, Woodworking, Golf, Paddle, Badminton, Billiards, Hiking, Board Games, Travel, Technology

Fun fact: I cook delicious beef wellington even though I've never tasted meat :)