

Ashesh Srivastava

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SUMMARY

Product manager and two-time founder with eight years of experience taking products from idea to revenue. Built an AI product-photography company to ~\$85K in bootstrapped revenue and a paid POC with a Fortune 500 retailer, operated ecommerce at \$593K peak monthly GMV, and have shipped seven AI products end to end — owning strategy, customer discovery, pricing, evals, and go-to-market. Looking to bring that full-stack product ownership to a full-time PM role.

PROFESSIONAL EXPERIENCE

INDEPENDENT AI PRODUCT BUILDER, January 2026 – Present

Canvas · Orbit · blip · JobFairy · Astrape

- Designed, built, and shipped five AI products solo — owning product strategy, UX, model selection, evals, deployment, and pricing for each.
- Tuned an LLM caption pipeline from 58% to 92% usable output through a measured evaluation loop for blip, an iOS app that turns news into vertical video reels with generated narration.
- Built Orbit, an agentic feed ranker that distills 800+ sources into one ranked daily digest; dogfooded daily and iterated on ranking quality from real usage.
- Authored a 1,528-line PRD with 59 numbered decisions (and six documented reversals) for JobFairy, a job-search copilot over 31,926 companies; ran a head-to-head browser-agent evaluation that cut per-task cost from \$1.14 to \$0.02.
- Launched Canvas, an image-generation workspace that routes across six frontier models with transparent per-image pricing — positioned on top of frontier models rather than against them.

QUICSNAP → SHUTTER LABS, Houston, USA, 2022 – 2025

Founder & CEO

- Built an AI product-photography business to ~\$85K in bootstrapped revenue with clients across the US, EU, and Middle East — fixed prices, an art director on every order, and a production team built from scratch.
- Designed the hybrid pipeline that guaranteed label fidelity for FMCG and personal-care brands: model the product in 3D by hand, generate the scene around it with AI — solving the fine-print hallucination problem that made raw image models unusable for regulated packaging.
- Built the outbound go-to-market engine end to end: vetted prospecting, a per-prospect research step so every first email opened with something specific and true, and 50+ warmed sending domains with deliverability tracked daily as the guardrail metric.
- Read the model-progress curve early and pivoted the company from a service to a self-serve platform (automated 2D→3D product capture plus per-product LoRA fine-tunes); recruited two technical cofounders, including a 3D-vision PhD as CTO.
- Landed an inbound paid POC with a Fortune 500 retailer and finished as a finalist in their evaluation; when procurement stalled, restructured the deal — volume ladder, de-risked entry, ownership terms — rather than cutting price.
- Made the wind-down call when a frontier model release absorbed the core differentiator, and published a full post-mortem of the bet, the numbers, and the lessons.

QEG AUTOMATION, USA, 2022 – 2023

Founder

- Built and ran a managed-service operation across 77 US marketplace storefronts on a custom-built platform that automated listing, repricing, inventory sync, and order tracking end to end — 204,559 live listings under management.
- Scaled to \$593K in peak monthly GMV on 17,583 orders; hired and managed a ~35-person operations team in roughly eight weeks, with tiered supervisors owning day-to-day order flow; sold the business.

A BABY CHERRY® & DECOR & MORE®, Amazon, 2018 – 2023

Founder — Private-Label Consumer Brands

- Built two trademarked consumer brands from ₹10,000 (~\$130) in starting capital to \$2.9M in trailing-twelve-month sales at peak (Aug 2023), with 72+ SKUs live and most products rated 4.3★ or above.
- Ran the full physical-product loop with a team of 8: factory sourcing and negotiation across China, Vietnam, and India; pricing; PPC campaign design; listing A/B testing; inventory planning; and the P&L.
- Drove product development by review mining — read every competitor review in a niche, fix what customers said was missing, launch under the private label, and iterate until the product held 4.5 stars.

FLEXSTEEL, Houston, USA, February 2020 – 2022

Project Engineer

- Owned design deliverables for installation equipment from model to sign-off; coordinated drawing approvals and checks across client and internal teams.

UMBILICALS INTERNATIONAL, Houston, USA, September 2018 – January 2020

Project Engineer

- Planned, scheduled, and monitored client projects end to end; served as the primary client contact, turning requirements into delivered solutions.

SUBSEA ENGINEERING TECHNOLOGIES, Houston, USA, June 2017 – August 2018

Project Engineer

- Prepared project proposals and cost estimates for new business; owned schedule preparation, pre-planning, and resource forecasting across project teams.

BAJAJ HINDUSTHAN LTD., Lucknow, India, 2013 – 2015

Project Engineer

- Processed work orders and project proposals; tracked and reported project milestones across vendors and internal teams.

SKILLS

- **Product:** strategy & positioning, prioritization, customer discovery, pricing, go-to-market & outbound growth, A/B testing, PRD writing.
- **AI:** LLM evals, prompt engineering, agent architecture, RAG & retrieval, model selection, image-generation pipelines (LoRA, 3D-to-diffusion).
- **Technical:** Python, TypeScript, SQL, Next.js, marketplace APIs (Amazon, Walmart).

EDUCATION

UNIVERSITY OF HOUSTON, Houston, TX, 2015 – May 2017

Master of Science – Engineering – 3.6/4

NATIONAL INSTITUTE OF TECHNOLOGY (NIT), Silchar, India, 2009 – 2013

Bachelor of Technology – Engineering – 8.73/10

AWARDS / SCHOLARSHIPS

- IEEE OES Student Scholarship 2016, DIF Scholarship 2016, SUT Graduate Scholarship 2016, ASIE Scholarship 2016, ASME Petroleum Division Scholarship 2016, Hydrographic Society Scholarship 2015.
- Outstanding Student Scholarship, NIT Silchar 2013 — for academic performance during undergraduate studies.