

ABOUT

AI-native builder with 5+ years shipping B2B products end-to-end. I don't hand off specs, I close the gap between idea and shipped product.

I've gone from design to production code, owned growth funnels, and taken 0→1 features to customers. Since 2026 I build my own products full-time, operated day-to-day by agent systems I built.

Claude and Cursor are my default environment. I find the problem, scope the solution, build it, and drive adoption.

LIVE WORK

Potential

potentialfuel.com — a D2C coffee brand operated day-to-day by nine agents

Content engine

@deepika.builds — 23 published guides, reels scripted and scored by the pipeline

LifeOS

github.com/deepika-builds/life-os-oss — open-source voice-first health OS

Liquid Glass

github.com/deepika-builds/liquid-glass — real refraction for the web, MIT

SKILLS

AI & Coding

Claude, Cursor, React/Next.js, TypeScript, Python, APIs, Postman, Replit, Git/GitHub, agent systems (skills, MCP, cron loops)

Design

Figma, Framer, Webflow, UI, Prototyping, Design Systems, Micro-interactions, Wireframing

Product

0→1 product scoping, user research, roadmapping, growth funnels, email marketing, SEO

Analytics

Supabase, Postgres, MongoDB, Mixpanel, Clarity, SQL, funnel analysis, A/B testing, Logrocket

Collab

Linear, Notion, Jira, Figjam, Miro

EDUCATION

Institute of Chartered Accountants of India

Chartered Accountant, 2013-2018

University of Mumbai

Bachelors of Commerce, 2013-2016

IIM Bangalore - PE & Capital Markets

Executive Education, 2019

WORK EXPERIENCE

Building full-time

2026 - PRESENT

Potential · @deepika.builds · LifeOS

Building and operating my own products, with the day-to-day run by agent systems I built. Everything is live, with receipts at deepikarao.co.in.

- Co-founder at Potential, India's first protein + L-theanine functional coffee. Own brand, storefront, performance creative, SEO, and daily ops through nine agents — orders grew 8x month-over-month in the first spring, repeat rate 2.5x'd in four months.
- Built the content engine behind @deepika.builds: topic hunting → word-for-word scripts through an adversarial drafter/critic/judge loop → carousels rendered as code → daily Instagram analytics into Postgres. +2,965 followers since first snapshot (5,411 → 8,376).
- Built and open-sourced LifeOS, a voice-first health OS: realtime voice on OpenAI Realtime + Gemini Live behind one abstraction, photo-based macro estimation, 284 tests, self-hosted and hosted modes from one codebase.

Lead, Design & Growth

NOV 2023 - DEC 2025

Thena.ai

Founding designer at AI-native customer support platform. Clients: Vanta, Braze, Vercel, Mixpanel, ClickHouse, Launchdarkly. Joined as only designer, expanded into product ownership, growth, and front-end development.

- Led complete UI overhaul that took product usage from 600 to 12,000 min/week — a 20x improvement
- Designed onboarding flows, lifecycle emails, and in-product prompts driving 40% activation and 50% conversion to paid
- Shipped production front-end (React, Next.js, APIs) independently. 410 GitHub contributions in 2025, collapsed QA cycles from weeks to days.
- Designed AI features: agent workflows, copilot, sentiment analysis — achieved near-100% adoption on core workflows
- Owned full growth funnel: onboarding → payment. Pricing experiments, Framer website, customer conversations, funnel analytics.

Senior Product Designer

OCT 2021 - OCT 2023

Scaler (InterviewBit)

Designed for EdTech platform serving lakhs of students. Worked directly with engineers, no PM in between, to ship tools that moved business outcomes.

- Designed complete student placement journey: job applications, resume builder, interview prep, recruiter matching
- Built sales productivity dashboard for 600-person team — delivered \$1M revenue increase, 12% productivity improvement
- Designed internal recruiter tools handling high-volume student-company matching and pipeline management
- Led US market expansion: user research, competitive analysis, website redesign — generated 100+ organic leads

Product Designer

OCT 2020 - SEP 2021

Spottabl

- Early team member who built B2B enterprise recruitment platform from zero-to-one; used by 100+ clients and 3,000+ recruiters.
- Collaborated with CPO and CTO to define product requirements, shape roadmap, and establish product development practices.

Chartered Accountant

NOV 2017 - MAR 2020

Ninjacart | MRNM & Co | Mahajan & Aibara

At Mahajan & Aibara, was part of the risk advisory team for several MNCs & large corporates. Later as a team lead at MRNM & Co, I catered to a multitude of clients handling their accounts, taxes & audits. At Ninjacart, I was in charge of the finance of their grocery vertical.