

RICHA DEO

AI Product & Adoption Strategist | Builder: Enterprise AI Agents & Adoption Tools | UX Research | Navy Veteran

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Summary

AI product builder and researcher with 15+ years across enterprise technology, financial services, and digital products. Built and deployed an enterprise AI agent currently progressing through formal governance in a FTSE-listed organisation — applicable to 2,000+ employees on approval. Built and launched FoundIndex, an AI diagnostic tool that reached organic users across India, France, and the United States with no paid marketing. Trained 275+ employees in practical AI agent creation. Combines deep expertise in technology adoption and user behaviour with hands-on experience shipping AI-powered products.

Experience

BT Group — User Research Specialist Jun 2023 – Present | Bengaluru, India

- Built and deployed Feature Builder, an enterprise AI agent that removes friction at the point of compliance — making adoption possible where it previously failed. Achieved 9/10 user rating across 35+ testing sessions. Currently navigating formal AI governance, applicable to 2,000+ employees on production approval.
- Ran pre-investment diagnostic establishing actual AI tool usage at 7% of forecast — preventing misaligned automation spend before any solution was built.
- Identified trust deficit — not usability — as the primary adoption barrier across a 6,000+ employee organisation, directly influencing capability-building priorities at director level.
- Designed and delivered AI capability training through an organisational AI Academy, training 275+ employees in practical agent creation using Microsoft Copilot Agent Builder.
- Presented findings to MD and director-level leadership, influencing product priorities through evidence rather than assumption.

Self-directed — AI Product Builder Nov 2025 – Present

- Built and launched FoundIndex, an AI visibility diagnostic showing how AI systems interpret website structure and content. Reached users across India, France, and the United States through product-led onboarding alone — no paid marketing.
- Built FoundCandidate to test whether AI can reduce candidate uncertainty without adding recruiter workload. Rapid prototype; live at foundcandidate.com.

Rapipay Fintech Private Limited — Senior UX Researcher Apr 2022 – May 2023 | Noida, India

- Investigated adoption barriers for a new merchant payment platform. Research revealed trust — not usability — as the primary barrier. Brand credibility and peer validation determined merchant engagement before any functional evaluation occurred.
- Findings directly reshaped product priorities and go-to-market strategy through cross-functional collaboration with product and sales leadership.

Independent — User Research & Digital Strategy Consultant 2016 – 2022

- Delivered user research and digital strategy across technology, healthcare, and professional services.
- Conducted user research for Google Ads platform via Dublin-based agency Each&Other.

- Research with healthcare clients surfaced low market acceptance before launch, preventing misaligned product investment.

— **Freelance Content Writer & Transcreation Specialist** 2011 – 2016

- Adapted international programmes including Gumball and Adventure Time for Indian audiences. Contributed original scripts for Roll No. 21, Chhota Bheem, and Krishna Balram alongside production writing teams.

Indian Navy — **Assistant Judge Advocate, JAG Branch** Jul 2001 – Jul 2008 | India

- Managed military legal proceedings including court martial cases and institutional advisory work.
- Escalated panel performance concerns to the Joint Secretary, Ministry of Law — resulting in panel review.

AI Products

Feature Builder

Enterprise AI agent for compliant work item creation. 9/10 user rating. Formal governance in progress, applicable to 2,000+ employees. Built on Microsoft Copilot Agent Builder.

FoundIndex

AI visibility diagnostic. Organic multi-country reach across India, France, and the United States. No paid marketing. Live at foundindex.com. Built on Lovable, Supabase, OpenAI. Available at

[🌐 FoundIndex - AI Visibility Benchmark for Businesses](#) .

FoundCandidate

Rapid prototype testing whether AI reduces candidate uncertainty without recruiter overhead. Live at

[🌐 FoundCandidate - AI-Powered Candidate Screening](#) .

AI & Product Skills

Microsoft Copilot Agent Builder | Prompt Engineering | AI Agent Design | Lovable | Supabase | OpenAI API | Claude | Kiro | Product Strategy | Growth Analytics | User Activation | Adoption Research | Rapid Prototyping | Stakeholder Management | Enterprise Research

Education

Indian School of Business — Executive Programme, Product Development and Management

Amity University — Master of Laws (LLM), Human Rights

ILS Law College — Bachelor of Laws (LLB)