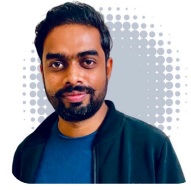# Daipayan Bhattacharjee

dbass3184@gmail.com   +91 99863 76979

Professional Summary

UX design leader with **13+ years** of experience designing the user experience for complex, **large-scale enterprise** products. At Oracle, I've shaped the flagship Customer Data Platform (CDP) from **0→1 product** consistently ranked as a market leader by analysts such as Gartner and IDC, and adopted by major Fortune 500 companies. Known for solving deeply technical data problems with analytical rigor and creative clarity, I simplify complexity into workflows that align cross-functional stakeholders and drive adoption.

Equally committed to craft and people, I operate as both a **player and a coach**. I've mentored interns, junior designers, and hackathon teams, many of whom went on to full-time roles or had their ideas fast-tracked into the product. Through structured guidance and storytelling, I help others grow while strengthening the design culture around me.

With a **"figure-it-out" mindset**, I thrive in ambiguity, whether defining long-term product visions, delivering short-term roadmap features with immediate business impact, or volunteering beyond my immediate scope to drive org-wide improvements.

Work Experience

Senior Principal UX Designer, Oracle

Sep 2024 - Present

- Designed a **semantic data modeling tool with agentic AI** support, enabling business users to create segments without understanding complex data joins. This solves one of the biggest pain points in the CDP and lays the foundation for natural language/AI-driven workflows.

- Defined the **North Star vision for ML model workflows**, leveraging agentic AI to improve adoption among data scientists; vision was adopted by PMs to shape the product roadmap and used in executive storytelling.

- Mentored and **led a cross-functional team in Oracle's AI Agent Hackathon**, where the team built an agent to create ML models. The project was shortlisted as a finalist, and its success accelerated the product roadmap, a feature originally planned for the following year was pulled into an earlier release based on the hackathon proof.

- Created the **vision for industry-specific data model extensions**, enabling customers to quickly tailor the CDP to their needs without custom building from scratch. This work was **showcased at Oracle CloudWorld** and received positive feedback from analysts and partners.

- **Designed a self-serve data transformation tool** for system integrators and data engineers, allowing data manipulation and aggregation within the CDP. Previously, onboarding teams spent weeks building custom API solutions; the new tool made this process scalable and customer-driven.

- **Volunteered to take on cross-team projects** outside the CDP, currently designing a solution to streamline handoffs between service agents working on the same service ticket. By leveraging CDP experience in complex workflows, extended influence beyond the immediate team and contributed to org-wide efficiency.

Principal UX Designer, Oracle

Jul 2016 - Aug 2024

- Built the **MVP of Oracle Unity CDP as a 0→1 product**, moving from **concept to production in 18 months**. As the sole designer, operated in a fast-paced, **startup-like environment** within a large enterprise — figuring out workflows, design patterns, and processes on the go. Owned critical features including data modeling, ingestion, and integrations, running workshops, prototyping, and collaborating with global dev teams in agile sprints.

- Led the **redesign of Oracle Unity to adopt the nascent Redwood Design System**, at a time when its definition was still evolving. Took initiative to make critical design decisions and adapt workflows on the go, balancing technical constraints with user experience. **Spearheaded early adoption**, making Unity one of the **first products to showcase Oracle's modernized design language** and aligning distributed stakeholders around a shared vision.

- **Served on a "speed design" team to revamp HCM workflows** in response to competitive pressures. Designed new flows for Employee Directory and Payroll information, contributing to Oracle's market positioning.

- **Ambassador and mentor for Oracle's Design Internship Program** (2020–2024), actively involved in hiring, onboarding, and coaching interns on live projects. Every mentee under my guidance **converted to a full-time role**, strengthening Oracle's design organization.

Senior UX Designer, Oracle

Feb 2014 - Jun 2016

- Designed **mobile applications for inventory and warehouse operations**, streamlining picking and stock management workflows for supply chain users.

- Created **UX flows for Oracle's Quality Management product**, enabling users to define specifications, tolerances, and capture inspection results helping organizations build a complete picture of quality across manufacturing and supply chain processes.

- Selected for an **on-site research initiative at Oracle Micros (Maryland, US)**, shadowing warehouse personnel and conducting "day-in-the-life" studies. Facilitated focus groups, synthesized findings, and presented insights that influenced product direction.

UX Designer, Mindtree

Jul 2011 - Jan 2014

- Worked across **diverse client projects** in IT services, adapting quickly to different asks — from user research and usability testing to product design, presales demos, and pitch decks. This **breadth provided a well-rounded UX foundation** across industries and problem types.

- Designed user flows for SITA's **airline subscriber information and seat inventory management** systems, collaborating directly with UK-based clients to refine workflows and improve adoption.

- **Introduced and led training on Axure** (then an emerging prototyping tool) for cross-functional design teams working on SITA projects. Created lectures, demos, and hands-on programs that upskilled colleagues; **recognized with a client award** for this contribution.

- Initiated and **organized "Design Fridays", a team-wide knowledge sharing program**. Coordinated internal sessions, built a design community culture, and invited external thought leaders for guest lectures.

Graduate Engineer, Maruti Suzuki India Ltd.

Jun 2007 - Jun 2009

- **Engineered and managed automotive lighting and wiping systems** (rear combination lamps, headlamps, wipers) for models including A-Star, Alto, and Ritz, balancing vendor management, quality assurance, and design changes based on market feedback.

- **Collaborated with automotive styling and ergonomics** teams, sparking an early interest in human factors, usability, and aesthetics. This later **shaped my transition into UX design**.

Education

Certificate in Product Management, Indian School of Business (ISB), Hyderabad, 2024

A six month program that covered frameworks and concepts for product positioning, pricing, go-to-market strategies. This helped me build a stronger **bridge between UX design and product strategy**

Certificate in Visual Communication Design, IIT Bombay

A two week program onsite where the curriculum focussed on visual hierarchy, typography and storytelling. A refresher on design education that helped me **communicate complex ideas with clarity**

Masters in Design (M.Des), IIT Delhi, 2011

A two year campus program with a focus on industrial and interaction design. Courses on usability, ergonomics and design methods. This helped develop my **thinking in creative and human dimensions** of problem solving.

Bachelor of Technology (B.Tech), NIT Trichy, 2007

A four year campus program in mechanical engineering. This developed **rigor in analytical and systems thinking** and laid the foundation that continues to shape my approach to complex UX challenges.

Skills

Design and Prototyping   Figma, hi and low fidelity prototyping

User Experience Methods User research, Usability Testing, Workflow Design, Journey Mapping

Problem Solving and Strategy Technically complex workflows, Product strategy alignment

Storytelling and Communication Executive Presentations, Design Narratives, Cross-functional workshop facilitation

Leadership and Mentoring Coaching interns and junior designers, community and culture building

Extra-Curricular

Member of Toastmasters International

In addition to building communication skills, also organised and participated in events to increase awareness and drive membership of the club.

Campus Placement Co-ordinator, MDes, IIT Delhi 2011

Co-ordinated and represented class of 2011 as the campus placement lead. Reached out to companies across the design spectrum, managed logistics, schedules, relationships with staff and students.

Bassist, Music Bands, IIT Delhi

Played bass guitar for Btech and Mdes music bands representing IIT Delhi in flagship high participation events like Rendezvous.

Cultural Secretary, Students - NIT Trichy

Organised inter and intra college cultural events. Worked with teams to conceptualize and coordinate creative events like dance, music, theatre.

Bassist, Music Troupe - NIT Trichy

Played bass guitar for the college music band, participated in cultural festivals across the country representing NIT Trichy.