

# Ayush Singh

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## Summary

UX Designer with nearly 2 years of experience at Oracle specializing in complex B2B SaaS and enterprise ecosystems. Proven ability to translate massive data volumes and deep technical constraints into intuitive, scalable UX patterns. Combines enterprise systems thinking with rapid, agile execution to ship high impact features fast.

## Education

Indian Institute of Technology Guwahati  
Design

Bachelor of Design • CPI 8.34  
Guwahati, India • Oct 2020 - May 2024

## Experience

Oracle Bangalore, India  
UX designer - SCM Jul 2024 - Present

- Designed solutions for Oracle Fusion Pricing , the central pricing and charge storage hub for Oracle Fusion applications. Worked on 4 major and 5 minor products.
- Solved massive data handling bottlenecks by designing scalable batch job workflows, reducing manual user effort while defining and manipulating prices.
- Championed rapid design cycles in a fast paced environment, collaborating in real time with cross functional PMs and engineers.
- Standardized UX patterns across multiple pricing applications, ensuring strict alignment with Oracle's design system to support ecosystem familiarity, rapid scaling.

Oracle Bangalore, India  
UX Intern - CX Marketing May 2023 - Jul 2023

- Delivered a foundational UX project for Oracle Unity (Customer Database Platform), taking ambiguous requirements and designing an intuitive customer segment analytics dashboard from scratch.
- Designed data visualizations layouts and user flows that successfully defined the foundational product direction for the CDP's data analytics vertical.
- Recognized for speed and impactful execution, becoming the sole intern in the cohort to receive a full time return offer based on the project's success after showcasing the final designs to design leadership.

## Experience - College Teams

Alcheringa IIT Guwahati Guwahati, India  
Web Design Head May 2022 - May 2023

Co-led a 600 person team for North East India's largest cultural festival, directing the design and delivery of 13 web portals and 1 mobile app alongside the development team, lead the planning and execution of 22 life sized props for on ground decor in a record 18 days .  
Demonstrated rapid cross functional execution by delivering large scale projects on tight deadlines and appointing the incoming leadership cohort.

Student Web Council IIT Guwahati Guwahati, India  
Junior Product Designer Dec 2022 - Apr 2023

Designed a comprehensive event management and showcase B2C platform. Worked on examining the event management trends, user research, analysing the user flow, mapping information architecture, empathising, creating wireframes, making high fidelity screens and user testing.

## Skills

- |                          |                               |                                |
|--------------------------|-------------------------------|--------------------------------|
| 🏠 Enterprise SaaS Design | 🔗 Complex system architecture | 📊 Data Visualisation           |
| 🔗 Design systems         | ⚙️ Rapid prototyping          | 🗣️ Storytelling & Presentation |
| 🎨 Motion Design          | 📄 Information Architecture    | 👤 User Flows                   |
| 🤖 AI-Driven UX           | 📝 Prompt Engineering          | 💡 Brainstorming                |

## Tools

Figma      Confluence      Stitch      Lovable      Adobe suite      AI studio