

ADRIANA PEÑA ORTIZ

PRINCIPAL PRODUCT DESIGNER

Mexico | +52 333 148 7846 | adri.pena30@gmail.com
[linkedin.com/in/adripenaortiz](https://www.linkedin.com/in/adripenaortiz) | adripena.com

SUMMARY

Principal Product Designer with 6+ years at Oracle designing enterprise data and analytics platforms, now focused on AI and agentic experiences. I lead multi-phase, high-ambiguity programs that reshape how analysts, engineers, and business users ask, explore, and act on data. I partner with product managers and engineers to set direction, simplify complexity, and ship - known for crisp execution, research that informs decisions, and mentorship.

SKILLS

Design: Product Design, Interaction Design, Human-Computer Interaction (HCI), Information Architecture, User Research, Usability Testing, Prototyping

Data & AI: Data Visualization, Data Storytelling, Business Intelligence (BI), Analytics, Artificial Intelligence (AI) and Machine Learning (ML) Product Design, Agentic and Conversational UX, Natural Language Interfaces, Enterprise Ontologies and Semantic Modeling

Leadership: Product Strategy, Roadmapping, Cross-functional Collaboration, Design Mentorship

Tools: Figma, Codex, Claude Code

EXPERIENCE

Oracle

Apr 2020 - Present

Principal Product Designer, AI Data Platform (AIDP) Workbench

Feb 2026 - Present

- Defining the UX for enterprise ontologies, a foundational context layer that connects business concepts, data, and relationships so AI agents can reason with enterprise-specific context
- Reimagined the agent-building experience, unifying lo-code visual building and high-code development into a single workspace; brought the concept to stakeholders and secured its place on the product roadmap
- Leading the platform's information architecture redesign across five distinct personas, establishing the product model, navigation principles, problem backlog, and evaluation framework for a unified experience
- Shaping an agentic-first interaction model centered on an orchestrator agent that collaborates with users across the platform to create, reason through, and execute work

Principal Product Designer, Oracle Analytics Cloud

Oct 2025 - Feb 2026

- Shaped the native Agents creation, configuration, and end-consumer experience, defining how users build and interact with AI agents directly within the BI tool
- Reshaped how BI Analysts author dashboards with AI assistance, enabling natural language interactions, and consolidating multiple AI and ML features into a cohesive AI strategy

Senior Product Designer, Oracle Analytics Cloud

Jul 2021 - Oct 2025

- Led the redesign of the console experience, identifying varied user needs and consolidating disparate interfaces developed by multiple teams over time

- Designed the primary user experience for Data Exploration on the updated Oracle Homepage, facilitating effortless access to analytics insights for all users
- Shipped multiple features that enabled Dashboard Authors to design better BI artifacts, improving overall authoring efficiency and output quality
- Co-led extensive user research initiatives to continually identify and address UX gaps within Oracle Analytics Cloud
- Mentored two interns who successfully transitioned to full-time employees, and contributed to headhunting, interviewing, and coaching talent for the summer internship program over three consecutive years

Product Designer, Oracle Analytics Cloud

Apr 2020 - Jul 2021

- Co-led multiple design tracks for Oracle's Data Storytelling redesign
- Collaborated with multiple design VPs and directors to define platform co-branding strategy
- Presented at Oracle's Design Week to a live audience of more than 2,000 people across the globe
- Headhunted and coached talent to expand the team to twice its previous size

Aleate

Jan 2018 - Apr 2020

Product Designer

Jan 2019 - Apr 2020

Brand Manager

Jan 2018 - Apr 2020

Treembo Mx

Jan 2019 - Jan 2020

Product Design Consultant (Freelance)

Aleria

Feb 2016 - Dec 2017

Brand Manager

EDUCATION

Bachelor of Integral Design (Graphic & Industrial)

2013 - 2018

Instituto Tecnológico y de Estudios Superiores de Occidente (ITESO), Guadalajara, Mexico

CERTIFICATIONS

Interaction Design Specialization

UC San Diego via Coursera

Foundations of Data Science