

Patricia Satjawatcharaphong

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SUMMARY

Senior Staff Product Designer with 9+ years leading end-to-end UX for complex, high-stakes consumer and enterprise experiences — including trust-critical flows, service design, and 0-to-1 product builds. Known for translating ambiguous, multi-stakeholder problem spaces into clear, human-centered experiences that build user confidence at the moments that matter most. Bringing a patient's perspective and a designer's instinct to healthcare UX — where clarity, trust, and emotional design aren't nice-to-haves, they're the product.

CORE SKILLS

Design Practice

Product, Interaction & Visual Design | End-to-End UX Design | High-Fidelity Prototyping | Design Systems & Design Language | User-Centered Design Methods | Service Design & Service Blueprinting | Customer Journey Mapping | Trust-Critical & High-Stakes UX | Consumer-Facing (B2C) & Enterprise (B2B) Product Design | Cross-Platform Design (Web, Mobile, Multi-platform) | Microcopy & In-Product Content Strategy | Accessibility Design (Color Contrast, Mobile Accessibility) | AI-Assisted Research Synthesis & Persona Development

Leadership & Collaboration

Design Strategy & Roadmapping | AI-Assisted Design & Emerging Tools | Cross-Functional Collaboration & Partnership | Executive Stakeholder Communication & Storytelling | UX Research Integration & Synthesis | Workshop Facilitation & Design Thinking | Design Leadership & Mentorship

EXPERIENCE

Senior Staff Product Designer | Visa NA Innovation 2022 – 2025

- Led end-to-end interaction design for complex, multi-platform fintech experiences — including a Microsoft B2B Invoicing solution — translating ambiguous user and business problems into scalable user flows, wireframes, and high-fidelity prototypes that improved workflow efficiency and usability.
- Led design on an internal prototyping tool from 0-to-1 — building reusable components for Visa's global design teams across North America, UK, and Singapore. When the project was picked up by a dev team, contributed to redesigning the request flow for admin users.
- Influenced stakeholders across Product, Engineering, Research, and executive leadership by communicating design strategy through clear storytelling, visual narratives, and presentations — aligning cross-functional teams around proposals, tradeoffs, and roadmap priorities.
- Applied user-centered design methods grounded in user insights, business needs, and technical constraints to drive design decisions that measurably advanced product and business outcomes.
- Leveraged AI tools including generative prototyping platforms and AI-assisted synthesis to accelerate design exploration, build research-grounded personas under constrained timelines, and evaluate emerging tools for workflow integration — maintaining an ongoing practice of hands-on AI experimentation to stay current with the evolving design tooling landscape.
- Established foundational design practices — including design innovation frameworks, mentorship for junior designers, and team culture initiatives — elevating craft, consistency, and collaboration across the organization, and directly contributing to a stronger, more cohesive team environment.

Staff Product Designer | Visa NA Innovation Design 2021 – 2022

- Designed and delivered human-centered interaction solutions for complex enterprise payment and money-movement challenges, including the mobile-first FIS Global Bill Pay Solution, with a focus on clarity, speed, and trust across touchpoints.

- Shaped Albertsons' NFT/crypto payment strategy by balancing emerging technology, customer needs, and business considerations — designing credible experiences for novel payment models within a complex software ecosystem.
- Facilitated cross-functional workshops to translate customer insights and user research into actionable product opportunities; collaborated with Product and Engineering to prototype, iterate, and validate concepts through user testing.

Senior UX Designer | Visa NA Innovation Design 2018 – 2021

- Directed a five-person design team shaping future-state interaction experiences for the Visa Concierge mobile app across the Super Bowl, Olympics, and FIFA World Cup — including localization into Korean and Russian, reducing drop-off by approximately 40%, and aligning stakeholders around the product vision and user journey.
- Spearheaded new product concepts and proofs of concept through end-to-end interaction design — including research, ideation, wireframing, prototyping, and user testing — with a strong focus on experience quality and brand consistency.
- Led innovative enterprise-scale projects such as Visa Pay in China and Visa Smart Shopping Cart, simplifying complex checkout and payment flows through intuitive interaction design and reusable patterns that scaled across markets and devices.
- Drove alignment with executive leaders and business stakeholders by communicating design concepts and user journey rationale across varying levels of the organization, influencing product design strategy and roadmap decisions.

Senior Visual Designer | Visa NA Marketing 2017 – 2018

- Designed 50+ digital and print assets — including website banners, marketing collateral, and educational materials — while building cohesive brand systems through logos, style guides, and templates that improved internal campaign engagement by 15%.

EDUCATION

Bachelor of Fine Arts, Animation

San Francisco State University, San Francisco, CA

ADDITIONAL

- Founder, Pat Sat Pottery — small ceramics business designing and selling handmade pieces; deepened customer empathy and design intuition through direct relationships with end users.
- Animation & Storyboarding background — strong visual storytelling foundation applied to UX narratives, stakeholder presentations, and persona-driven design strategies.