



Patricia Satjawatcharaphong

Sr Staff Product Designer

About Me

Product designer with a background in fintech, turning complex challenges into intuitive, human-centered experiences through empathy, strategy, and craft.

Contact

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Skills

Figma / Figma Make
User Research
Business Acumen
Adobe Suite
Microsoft Suite

Education

San Francisco State
University, BA Cinema /
Animation

Volunteer

Encore on Wheels

Experience

Sr Staff Product Designer

2022 – 2025 | Visa NA Innovation

- Enhanced user experiences for clients, including Microsoft, by identifying, leading, and executing design opportunities from end-to-end experiences
- Established foundational organizational practices, such as design innovation frameworks, mentorship programs coaching junior designers, team culture initiatives, and advocacy for human-centered design

Staff Product Designer

2021 – 2022 | Visa NA Innovation Design

- Led workshops with cross-functional teams, uncovering actionable customer insights that drove improvements in user engagement
- Delivered human-centered solutions to address real-world payment challenges, including launching FIS Global Bill Pay Solution, and shaping Albertsons' NFT Crypto Strategy

Sr UX Designer

2018 – 2021 | Visa NA Innovation Design

- Spearheaded the development of new products and proofs of concept, conducting research and user testing to meet high standards for brand and user experiences
- Led innovative projects such as Visa Pay in China App (QR payment in China), and Visa Smart Shopping Cart (early collaboration with Amazon), simplifying checkout experiences for users

Sr Visual Designer

2017 – 2018 | Visa NA Marketing

- Designed 50+ digital and print graphics, including marketing collaterals, internal communications, website banners, and educational materials, increasing internal campaign engagement by 15%
- Established and maintained cohesive brand identity systems through logos, style guides, and templates, ensuring consistency across all deliverables