

Patricia Satjawatcharaphong

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SUMMARY

Senior Staff Product Designer with 9+ years leading end-to-end UX for complex, high-stakes fintech and consumer experiences, including trust-critical flows, service design, and 0-to-1 product builds. Known for translating ambiguous, multi-stakeholder problems into clear, human-centered experiences that build user confidence at the moments that matter most. Strong visual craft foundation rooted in animation and brand design, carried through every product shipped.

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) | Fintech & Payment Experience Design | Global Market & Localization Design | AI-Assisted Research Synthesis & Persona Development | Microcopy & In-Product Content Strategy | Accessibility Design

Leadership & Collaboration

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

EXPERIENCE

Senior Staff Product Designer | Visa NA Innovation | 2022 – 2025

- Owned end-to-end design for the Visa x Microsoft Invoicing Add-in, shipped live to 250+ small business owners, designing it to feel native to Outlook while staying true to Visa's brand, and partnering closely with engineering to ensure that visual and interaction fidelity survived implementation down to the pixel.
- Designed an AI-powered financial literacy app for Safaricom users in Kenya, including an AI chatbot feature to guide users through financial concepts, while applying AI as a research synthesis tool to build market-grounded personas under constrained research timelines. Pushed past a solution-led brief to reframe the product direction around the users who needed it most.
- Redesigned an internal admin portal originally built by developers for developers, replacing a confusing, error-prone interface with a guided onboarding wizard, clear entry points for three API types (B2B, B2C, TSS), status-tracking and approval workflows, inline error explanations, and contextual tooltips. Praised by new users for its clarity and craft, partnering closely with engineering on system constraints and execution.
- Ran weekly design critiques and working sessions for the Innovation Design team, mentoring designers including senior-level peers from shadowing through independently leading workshops. Sought out across design teams beyond my own as a go-to resource for objective feedback and emerging tools.
- Influenced stakeholders across Product, Engineering, Research, and executive leadership through clear design storytelling, visual narratives, and presentations, aligning teams around proposals, tradeoffs, and roadmap priorities, while establishing design innovation frameworks that elevated craft and collaboration across the organization.

Staff Product Designer | Visa NA Innovation Design | 2021 – 2022

- Led the mobile-first FIS Global Bill Pay redesign, conducting two rounds of user research with the same cohort to identify and close a critical trust gap in payment status language, resulting in 10 out of 10 participants preferring the new layout and 9 out of 10 confirming payment status language was immediately clear. What started as a request to add card funding became a full reimagining of the product, presented by FIS to their own leadership as the vision for their platform's future. Built a service blueprint mapping the full payment journey across bank, biller, and Visa systems that was adopted as a Visa standard for future client engagements.

- Led the 0-to-1 design of an internal asset library and rapid-prototyping tool for Innovation Design Centers across North America, the UK, and Singapore; created reusable MVP components for a Digital Neobank app serving business needs across North America, Europe, and Asia-Pacific; and conducted cross-regional interviews with designers, developers, and product owners to align the platform with diverse workflows and pain points.
- Led Albertsons' NFT payment strategy, pushing past the initial brief to uncover what younger shoppers actually needed through research, delivered as a 150-page client recommendation.
- Lead and sole designer a consumer mobile app piloted internally at Visa, turning cardholder spend data into nine illustrated money monster personas that made financial insight feel playful and approachable for less experienced spenders. Took the concept from a two-day cross-functional workshop through storyboards and hires mockups to a shipped pilot, then extended it by integrating Visa's account verification flow in a second phase.
- 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

- Lead designer on a six-person team redesigning the Visa Now Concierge mobile app, shipped live across the Super Bowl, Winter Olympics, and FIFA World Cup, including localization into Korean for the Winter Olympics and Russian and Arabic for the FIFA World Cup. Advocated from early on for replacing the hamburger menu with a bottom navigation bar; brought Minneapolis user research back into the room before FIFA to make the case, opening up space for a real home screen that surfaced upcoming schedule, Visa experiences, and shuttle info directly addressing the two biggest pain points guests reported. Contributing to an estimated 40% reduction in user drop-off based on post-launch analytics.
- Built and maintained a unified design system across iOS, Android, and web, designed from the start to scale across three global events and multiple languages without rebuilding from scratch.
- 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, visual craft, and brand consistency.
- Led market-specific payment design for Visa Pay in China and Visa Smart Shopping Cart, simplifying complex checkout and payment flows for distinct regional markets and behaviors while partnering with legal and compliance on regulatory requirements.
- 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%.
- Built the visual craft discipline rooted in precise typography, spacing systems, and brand consistency that carried through every later product design role.

EDUCATION

Bachelor of Fine Arts, Animation

San Francisco State University, San Francisco, CA

ADDITIONAL

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