



Patricia Satjawatcharaphong

Sr Staff UX Designer

ABOUT ME

I'm a Senior Staff UX/Product Designer who turns complex commerce and payment problems into clear, trustworthy experiences. I love using systems thinking and tight collaboration to ship intuitive, high-impact journeys.

EXPERIENCE

Sr Staff UX Designer

2022 – 2025 | Visa NA Innovation

- Led end-to-end product design for complex payment and money-movement experiences, shaping UX strategy and execution for global clients including Microsoft across mobile and web.
- Created reusable flows, patterns, and frameworks that brought consistency to experimental products and POCs, accelerating design velocity and aligning teams around shared interaction and visual standards.
- Drove human-centered design practices across the org by establishing design innovation frameworks, mentoring junior designers, and building a culture that prioritized user insight, storytelling, and cross-functional collaboration.

Staff UX Designer

2021 – 2022 | Visa NA Innovation Design

- Facilitated cross-functional workshops with Product, Engineering, and Business stakeholders to uncover actionable customer insights and translate them into clearer, more engaging payment experiences.
- Designed and validated human-centered solutions for real-world payment challenges, including FIS Global Bill Pay Solution and Albertsons' NFT Crypto Strategy, using research, prototyping, and testing to inform product direction.

Sr UX Designer

2018 – 2021 | Visa NA Innovation Design

- Led the design of new products and proofs of concept from concept through prototyping and user testing, ensuring experiences met high standards for clarity, trust, and usability.
- Directed UI for innovative initiatives such as the Visa Pay in China App (QR payments in China) and UI/UX for Visa Smart Shopping Cart (early collaboration with Amazon), simplifying checkout journeys and exploring new multi-surface commerce experiences.

Sr Visual Designer

2017 – 2018 | Visa NA Marketing

- Designed 50+ digital and print assets—including campaign creative, internal communications, web banners, and educational materials—contributing to a 15% increase in engagement with internal campaigns.

CONTACT

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SKILLS

Figma / Prototyping
User Research
Adobe Suite
Microsoft Suite

EDUCATION

San Francisco State
University, BA Cinema /
Animation

VOLUNTEER

Encore on Wheels