

# Patricia Satjawatcharaphong

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## SUMMARY

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Senior Staff Product Designer with 9+ years leading end-to-end product, interaction, and visual design for complex fintech and payment experiences at Visa — contributing to high-level strategic decisions, driving cross-functional partnerships across product, engineering, and research, and delivering innovative, human-centered solutions that are valuable, easy to use, and executed at the highest level of craft.

## CORE SKILLS

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### Design Practice

Product, Interaction & Visual Design | End-to-End UX Design | High-Fidelity Prototyping | Design Systems & Design Language | User-Centered Design Methods | Enterprise & Complex Software UX | Cross-Platform Design (Web, Mobile, Multi-platform) | Fintech & Payment Experience Design

### 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

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### 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.
- Drove the development of reusable interaction patterns and a design system for an internal admin tool, enabling consistent, scalable experiences across multiple product lines and engineering teams; laid the architectural foundation for platform-wide design language adoption.
- 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 team of five designers to shape future-state interaction experiences for the Visa Concierge mobile app at major global sporting events — Super Bowl, Olympics, and FIFA World Cup — designing for a global audience across diverse markets, reducing drop-off by 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**

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### **Bachelor of Fine Arts, Animation**

San Francisco State University, San Francisco, CA

## **ADDITIONAL**

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- 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.