Patty Namsapanan

UX Designer

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UX Designer with 5+ years of experience leading end-to-end design for system-heavy products. Known for a tenacious, curious approach to improving usability and efficiency across mobile, tablet, and desktop platforms through data-informed design

EXPERIENCE

UX Designer at Whirlpool Corporation (September 2025 - Present) | Remote

Design UX for Whirlpool's laundry portfolio, focusing on embedded HMIs and cross-product consistency within a large-scale appliance ecosystem

- Contributed to the evolution of Whirlpool's expansive digital and appliance product ecosystem

- Develop detailed wireframes mapping the placement of all features and cycles on the A46 LED (7-segment) washer / dryer HMIs across the full model lineup

UX Designer at Zonar Systems (March 2022 - March 2025) | Seattle, WA

Led UX design for EV, ELD, and GTCx reporting teams, partnering closely with product managers and engineers to deliver end-to-end enterprise fleet management solutions across mobile, tablet, and desktop platforms.

- Contributed to 29× EV customer growth by designing the IoT Device Manager, enabling scalable configuration and production of connected fleet devices

- Improved fleet utilization from 60% to 75% and saved millions by leading end-to-end UX design of a real-time fleet utilization dashboard for Zonar's next-gen fleet management platform

- Strengthened the design system by creating reusable components with detailed specifications and documentation to support team-wide consistency

- Ran story mapping workshops with Devs and PMs to enable user-centered conversations, cross-functional collaboration, and feature prioritization to align and guide iterative product development

UX Designer at Tokensoft (September 2020 - March 2022) | Seattle, WA

First UX designer at Tokensoft, shaping foundational UX patterns for an early-stage, pre-launch VR platform

- Established core UX patterns and design standards for an early-stage product

- Partnered closely with the lead programmer to explore and define VR interaction models

- Led usability testing and accessibility research for VR keyboard experiences

- Aligned stakeholders and improved cross-team clarity by delivering storyboards, wireframes, interaction flows, and visual designs

User Researcher / Designer at Puget Soundkeeper (July 2020 - September 2020) | Seattle, WA

Contributed to research and design for a nonprofit's desktop and mobile site redesign, identifying opportunities to improve the high bounce rate issue, improved usability, content discoverability, and donor trust. (Project ended Sep 2020)

- Redesigned homepage and mapping tool navigation flows, improving usability task success from 3% to 100% in testing

- Conducted user research, including surveys, interviews, competitive analysis, and usability testing, with a focus on inclusive design

- Created a social media content page to increase engagement and streamline content access and visibility

- Redesigned donation flow to improve transparency and highlight local community impact, increasing trust for the majority of users in validation testing

EDUCATION

School of Visual Concepts | Seattle, WA

User Experience Certificate from a 15 month long intensive UX design program structured for working professionals, taught by industry professionals

Seattle Central College | Seattle, WA

Associate's degree.

SKILLS

Industry knowledge

Design systems, User Research, UI/UX Principles, Cross-functional collaboration, Task Analysis, Visual Design, Product Design, User Interface, User Experience, SaaS, Wireframing, Interaction Design, B2B, B2C, DTC, Prototyping, Design Research, Design Thinking, Agile Environment, Data Analysis, User Stories, User Flows, Journey mapping, Evaluating AI output quality and usability, Ethical and transparent AI design, UX patterns for AI-generated content and recommendations, Mobile design (Android & iOS), Responsive Design, Designing for Accessibility

Tools

Figma, Sketch, Pendo, UserTesting, Adobe XD, Microsoft Suite, Adobe Illustrator, Adobe After Effects, Adobe Creative Cloud, Survey Monkey, Optimal Workshop, JIRA, Confluence, Google Analytics, Miro, Notion, Maze, ChatGPT, Google Gemini, Copilot AI, Google Doc, Figma Make

Languages

English, Thai (speaking)