**Patrick Ashamalla**

**Vice President, Product Design, Whatfix**

Patrick Ashamalla is the VP of Product Design at Whatfix. Based in the US, Patrick leads the Product Design and UX Research teams to envision, design, build and ship experience-led products. Before joining Whatfix, he led Design and Research teams at SAP SuccessFactors, where he defined the UX Strategy and Design Vision across their entire product portfolio. In that time, Patrick built cross-functional teams consisting of UX Research and Design to deliver solutions for web, mobile-native, and conversational platforms. He also implemented new research, strategy, and design methods to drive rapid, test-driven innovation through increased customer and end-user engagement throughout the product development life cycle.

Patrick has over 22 years of experience in the field of design and user experience. He has previously worked with Ericsson as a member of their Design Review Board, where he directed and steered the adoption of the design, usability, and user experience for new and flagship web-based and desktop applications with global market penetration. He has also worked with such organizations as The World Bank Group, Nike, Capital One, Washington Metro, Verizon, Honeywell, and Thrive Global.

Educational Qualifications: Bachelors in Art and Design, Florida State University |​​ Tallahassee, US

Personal Philosophy: Patrick is driven by the belief that in today’s rapidly changing landscape, it will be the experience-led products and companies that will help people realize their fullest potential and do their best work. Design is in a unique and responsible position to fuel this change.