Patricia Basuel

Events Chair, 2020-2021
User Experience Manager
Wi-Tronix

As a creative and product leader, Patricia’s mission is to design for people and elevate user experience (UX) at Wi-Tronix, in IoT for Rail platform provider, so that they can successfully support and enable each individual working hard to keep the rail industry going.

For over 15 years, Patricia has honed her talents in the many disciplines of user experience. She began her journey as a creative from her early days as a graphic designer, delivering impactful print materials and brand collateral. As the world transitioned from print to web, she not only designed visually rich, purposefully interactive, and engaging websites and digital content but also built them, being a self-taught front end developer and motion designer, in the advertising and transportation industries. From there she helped drive innovation in the telecommunications industry through researching the adoption of mobile operating systems and device form factors like wearables and foldables, building human-centered software solutions resulting in highly competitive products, and creating approachable and delightful user interfaces that increase customer retention. Some of her notable projects include her contributions to developing the Google Android Wear platform and its round display experience, designing interaction and visual design for Motorola’s Moto 360 watch and its fitness app Moto Body, and driving consistent global visual design for Moto Mods, an award-winning smartphone accessory.

With a passion for positive change, cutting edge technology, and people, Patricia now leads the UX Team at Wi-Tronix, whose charter is to empathize with and advocate for rail customers at every step of the product design and development process. She and her team are working diligently to modernize the customer portal and improve its usability so that railroaders can focus on doing what they do best: keeping railroads, and the world, moving—safely, reliably, and efficiently.

Email Patricia at pbasuel@railwaywomen.org, or connect with her on LinkedIn.