

JORIS I. SEWANDONO

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I am a Dutch Product Design professional leader with over 20 years of experience and a diverse, multidisciplinary skill set spanning the full product design process. I lead and collaborate cross-functionally to define product strategy and deliver user-centered design. I provide creative direction, design coaching, promote design standards and system thinking, advocate for users, and align on strategy and process with leadership, as well as e2e hands-on ux-design. I continually evolve my skills and switch contexts easily between projects and operations to ensure consistent, excellent UX output and high performing design teams. My experience ranges from startups to large enterprises.

OVERVIEW

- Global Design leader; manager and coach, growing and leading teams and projects in multi geo locations while ensuring output quality and keeping deadlines.
- Full-stack UX/Product Designer; with track record of creating applications from ideation to release
- Collaborating with creatives, engineers, business and technical teams solving complex product roadmaps, setting UX-strategy and processes to creating delightful innovative user experiences.
- Led multiple projects, in multiple geo locations, ensured output quality while keeping deadlines
- 20+yrs experience in agile design processes and e2e product design
- 20+yrs experience in UI/UX, Interaction Design, Human Interface Design
- 15+yrs leading and coaching teams in product design and development

EDUCATION

- **University of Portsmouth** (UK):
M.A., European-Media-Masters of Art, Interactive Media and Interaction Design
- **Hoge School van de Kunsten Utrecht** (NL), Faculty of Art Media Technology:
B.A., Interaction Design

SKILLS

Expert knowledge Design tools and UX design methodology, including not limited to:

- UX Design, Graphics and Video: Adobe CC, Sketch, Figma, InVision, Affinity Designer, After Effects, Apple Motion and Final Cut, Video Compression,
- Production and Productivity: Zeplin, Abstract, AHA, Jira, Confluence, ADO, Asana, Github, Storybook, Miro etc.
- Practices and processes: OKRs, Design Coaching, User-Interviews, User-testing, Empathy mapping, Prototyping, Information Architecture, Design Patterns, Design Systems
- Extensive Knowledge about User Experience Strategy and Information Architecture processes, from analysis to implementation testing

EXPERIENCE

UX Director, BlackRock – San Francisco, CA, USA

Aug 2019 – Present

At BlackRock my time is split in leading and growing a global team of Product Designers, as well as providing design as the Design Lead for large product initiatives. I partner with Product Managers, Business and Technology to define problem statements, deliverables, overall scope, prioritization, resourcing and timelines. We have successfully launched a suite of applications for EII and BlackRock, as well as a design system to optimize and align our overall design language, components and patterns with design and engineering.

- Launched 6+ new web applications. For the internal and global/external institutional investors.
- Scaled the global design team from 1 to 8 designers, in San Francisco and Budapest.
- Created the EII Design System, improving UX, product and engineering tracks.
- Promoted, measured and optimized alignment between UX and Engineering via OKRs and Agile methodology, improving product design quality & metrics.

Lead UX/Interaction Designer, Intuit – Mountain View, CA, USA

Oct 2017 – Sept 2019

Design Lead for QuickBooks Online web applications. Responsible for the user experience strategy and interaction design for the core transactions platform, money in and out tracks within QuickBooks Online applications.

- Lead a workshop resulting in vision for the future state for Quickbooks online money in- and out-track
- Improved overall deposit workflow in Quickbooks
- Released several UX enhancements for Quickbooks online invoicing

Lead UX/Interaction Designer, Logitech – Newark, CA, USA

May 2017 – Sept 2017

Lead the design team for Ultimate Ears and collaborated with business and engineers to deliver production ready designs and iron out all edge cases for the new UE speakers app. (in appstore: iOS - Android).

- Created and released the Ultimate Ears iOS and Android app.
- Created the onboarding flows and designs for the MVP release.
- Created designs for the future state of linking speakers, continuous play (wifi/bluetooth/mobile)

Lead UX/Interaction Designer, Visa – San Francisco, CA, USA

Jan 2016 – Apr 2017

Collaborated in workshops and co-creation sessions with designers, product managers, business leads and developers to deliver new innovative ideas and prototypes creating visions of the future in the payments space for existing (Web/iOS/Android) and new platforms (AR/VR/MR, HoloLens, Alexa AVS). Responsible for fast, agile product design prototyping and leading a small team of designers / developers. Design thinking, Ideation, Fast user research, Storyboarding.

- Leading design for multiple engagement sessions with high-stake premium clients.
- Leading the design team in the creation of a suite of apps (web and mobile) for the Hospitality team, showing guests the future of Visa Payment Tech

Lead UX/Interaction Designer, Wells Fargo – Oakland, CA, USA

Dec 2015/Jan 2016

Lead Interaction designer, creating UI & UX design for Wells Fargo Digital. Responsible for optimizations on the website design and experience, pre-login.

Head of Design, DJ Monitor – Amsterdam, NL

April 2013 – August 2014

Created overall Brand Design and collaborated with product managers, business and CEO to create the product portfolio for both DJ Monitor and Setify. Responsible for Brand, Interaction Design and UX for DjMonitor website and applications.

UX/Interaction and Motion Graphic designer, ING Bank – Amsterdam, NL

June 2008 – April 2012

Responsible for internal projects for ING Group HR, ING Retail, ING Internet Retail, ING LT & OD - Leadership Acquisition. Including development of style and deliverables for the Executive Onboarding program. Responsible for design and development of product demos, prototyping, testing, product video's and research.

UX and Motion Graphic Designer, Netherlands Enterprise Agency (RVO.nl) – Den Haag, NL

May 2007 – August 2010

Responsible for product creation of product demos, product videos and presentations. (Senternovem and AgentschapNL)

UX/Interaction and Motion Graphic Designer, EEN Media – Amsterdam, NL

March 2006 – March 2010

Managing a team of designers and developers creating several products; including the production of 2 online interactive magazine's. Overall responsible for the design and development of the magazine including framework, backend, structure and the monthly update design and processes.

UX/Interaction, Developer and Motion Graphic Designer, TNO – Amsterdam, NL

March 2004 – March 2006

Responsible for several projects creating brands, logos, demo's, style-guides and online presence of TNO related products.

UX/Interaction, Developer and Motion Graphic Designer, PostBank – Amsterdam, NL

March 2003 – March 2006

Responsible for several projects ranging from presentations to research and marketing materials.

Interaction Designer, Graphic Designer, Jamby & DataBarn B.V. – Amsterdam, NL

January 2000 – June 2003

Responsible for the vision and e2e ux and interaction design of the Social Video Sharing platform.

Interaction and Product Designer, Pulse Interactive – Amsterdam, NL

January 1998 – October 2000

Interaction Designer responsible for design and production of interactive presentations and demos for pitches to clients.

Technical Director & Interaction Designer, Hectic Illusions - Amsterdam

1995 – 1998, (started during college years)

At Hectic Illusions – cross-media and animation special effects studio, I was responsible for the overall technology coordination of the studio as Co-founder, Chief Technical Director.

SPARE TIME

VJ, Visual motion graphic artist for national and international brands and events:

- Resident Motion Visual Artist at the RoXY (Amsterdam) 1996-1999
- Motion Visual Artist for events, and festivals including; Formula1 Ferrari/Marlboro team (Dubai), HTC Mobile, Orange Mobile, Endemol Entertainment, LuckyStrike, K•Swiss, ING.

Hobbies:

- Sailing, SF Bay (holding official US and International sailing license for chartering sail-yachts)
- Diving (Certificated: Advanced Padi)
- Music, Vinyl Records, Beat mixing
- Exploring California, and Traveling the Globe with the kids and family!