

Joris Sewandono

Overview of Selected Projects

2024

Branded Signature Cards:

Signature Card offering and Instalments on Checkout

Client: Visa

Role: Design Lead and IC

Responsibilities:

As part of the Product Innovation Team at Visa One Market, I was responsible for several design sprints adding card issuance journeys and instalment payments to user/customer journeys of large clients; Hilton, SEARS, AIG (BA/Iberia/Vueling)

Objective:

For the Branded Signature Cards:

- Enhance the user journey with card info offering and enable full application flow.

For the Instalments on checkout:

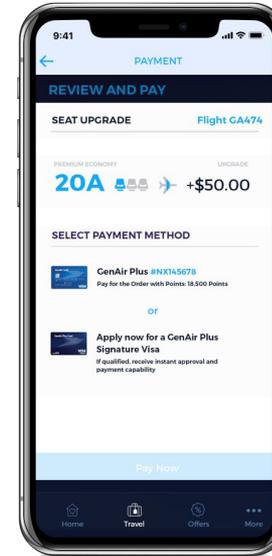
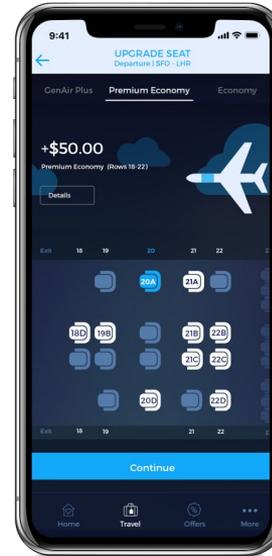
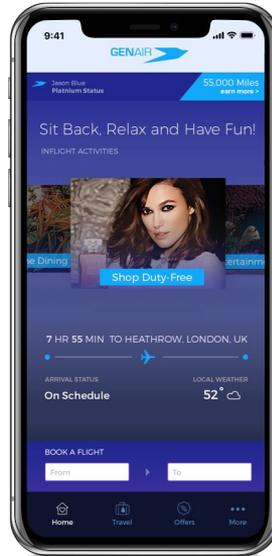
- Enhance the user journey during checkout offering info on the new pay-later/instalment options and a frictionless instalment application signup flow

Process:

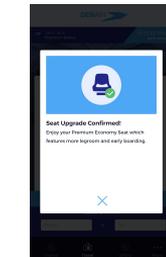
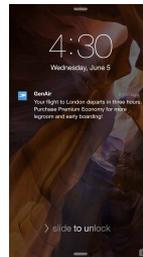
We started with user and stakeholder research, story mapping and journey analysis. Then we created flowcharts and visualized the new journeys

Outcomes:

We created story-boards and interactive prototypes to showcase to management and client for further implementation.



iOS App screens



Flow to upgrade to a Signature card

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Objective:

For the Branded Credit Cards:

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For the Instalments on checkout:

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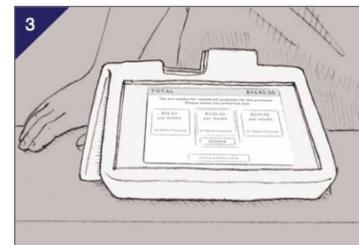
Instalments on checkout:



Consumer walking into electronics store for a 4K TV.



Consumer pays at the counter with his creditcard. The Merchant sees that he is eligible for an Instalment Payments Plan.



Consumer selects his preferred installment plan and agrees on the Terms of Payment.



Walks out of the store with his new 4K TV.



Consumer at home watching tv and he reviews his credit card transaction statement on his iPad.



In the transactions overview of this month he sees the first installment payment.

Storyboard, apply for instalments at POS

Device: Pyont POS,
Screen: 800(w) x 480(h), (Customer facing screen)

TOTAL **\$3180.00**

You are eligible for installment payments for this purchase.
Please select you preferred plan

\$66.25 per month 36 Month Payment	\$132.50 per month 24 Month Payment	\$265.00 per month 12 Month Payment
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[Cancel and Pay in Full](#)

Screen 1: POS
customer sees that he is eligible for an installment Payments Plan
customer selects his preferred payment plan

TOTAL **\$3180.00**

Selected 12 Month Payment Plan, You Pay \$132.50 per month

Terms of Payment:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Accept and email me my agreement.](#)

Screen 2: POS
customer agrees to the payment agreement

Hospitality App Suite

Client: Visa

Role: Design Lead and IC



Responsibilities:

As part of the Product Innovation Team at Visa One Market, I led a team of designers (3) creating the Personalized Itinerary Service and App Suite. We worked across the organization; closely with Marketing, Hospitality, PM's and Engineering.

Objective:

1. Optimize Event Onboarding
2. Personalize Itineraries
3. Showcase new Payment Technology

Process:

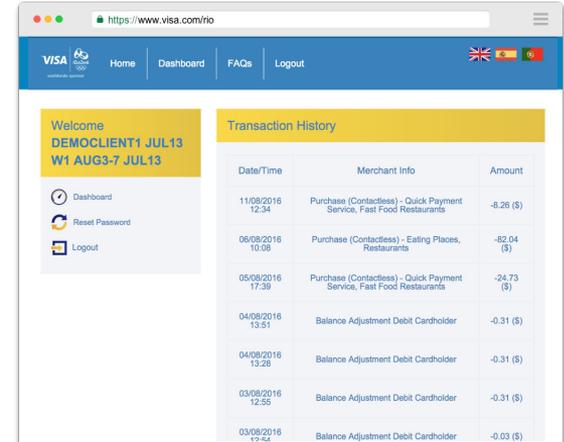
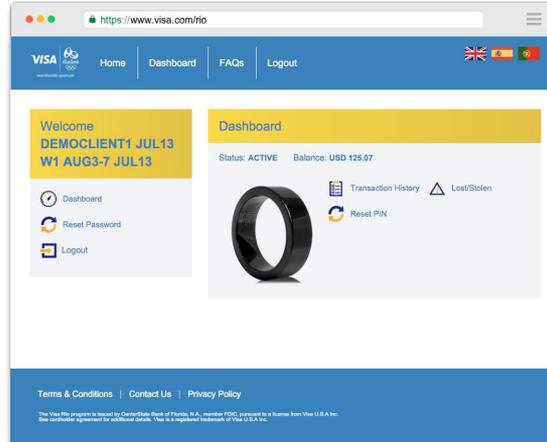
We started with user and stakeholder research, story mapping and journey analysis. Then we created flowcharts outlining the full information architecture of the apps which provided a clear roadmap for our final designs and development.

Outcomes:

We released apps in time for the Super Bowl 50, the Olympics, Confederate Cup. The app suite is now used as a framework for future events.



Client/Guest iOS App screens



Clients/Guest web portal

Hospitality App Suite

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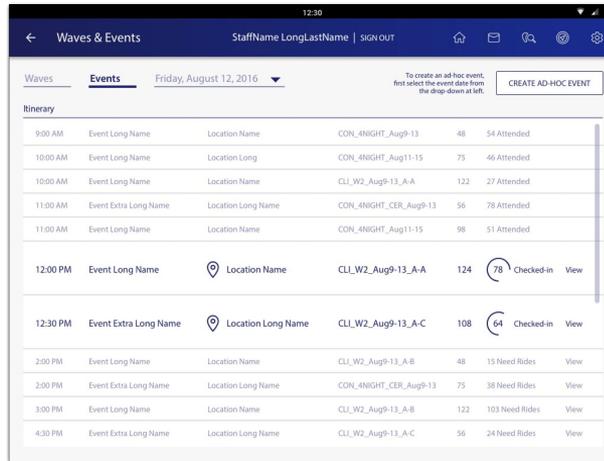
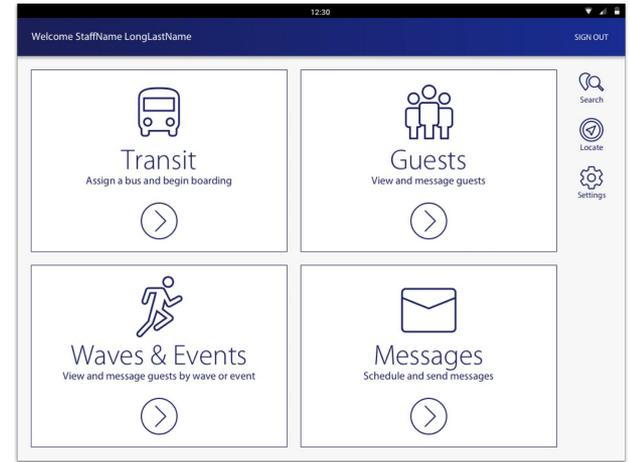
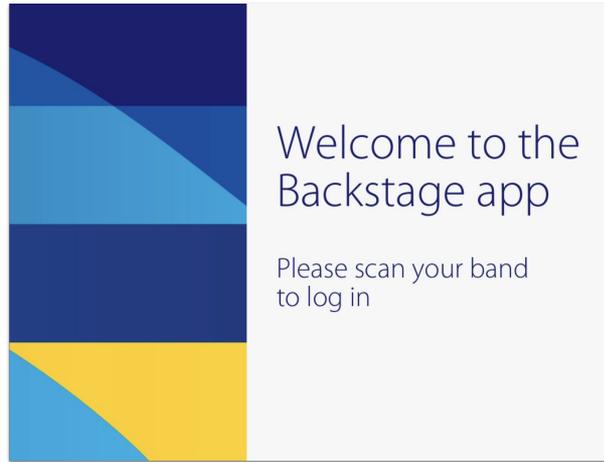
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Mobile Speaker Configuration App

Client: Logitech/Ultimate Ears

Role: Lead UX/Interaction designer, IC

Responsibilities:

At Logitech I was hired to lead the design of the mobile applications for the Ultimate Ears speakers, with the goal of completing the apps in time for the holiday season.

Objective:

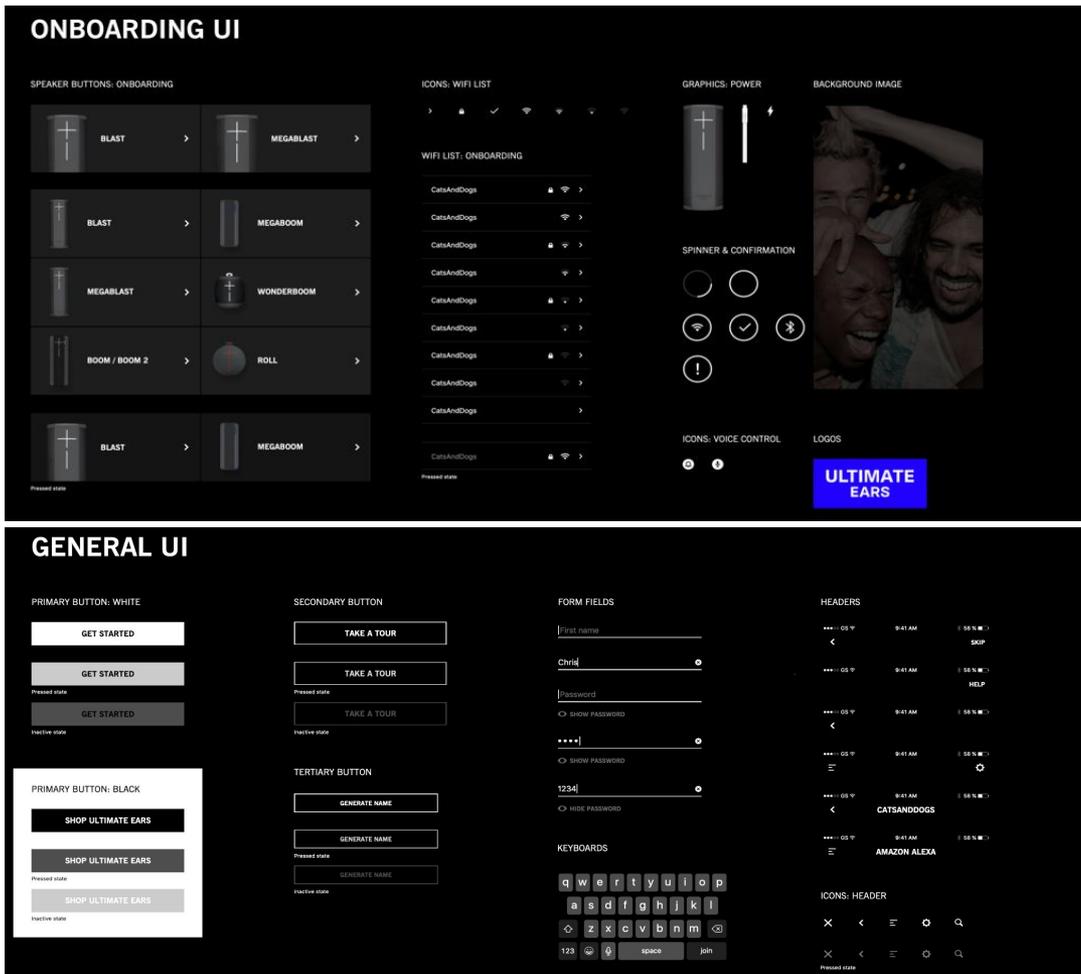
1. Enable smooth onboarding while updating the firmware to the speaker and Bonus content.
2. Enable configuration work flows and design for managing wifi speaker(s) and enabling controls while switching between BT and WiFi networks

Process:

Leveraging existing user research, we designed detailed user journeys and application flow charts. These helped identify crucial touchpoints and interactions defining the app's user experience, including onboarding flows, speaker configuration/management

Outcomes and Deliverables:

1. Android & iOS Style Guides
2. Android & iOS App design/documentation
3. UX workflows for switching between networks
4. UX workflows for pairing multiple speakers, i.e. group listening



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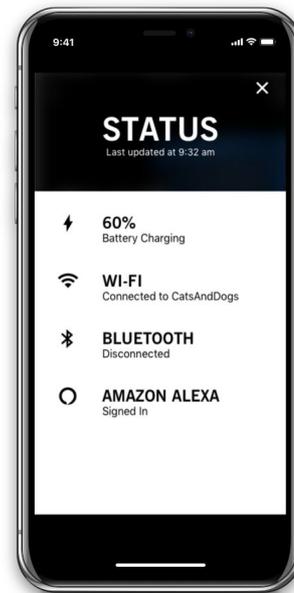
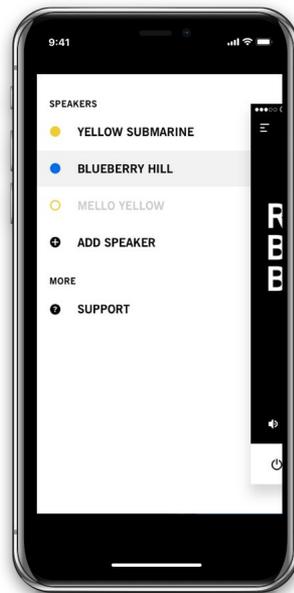
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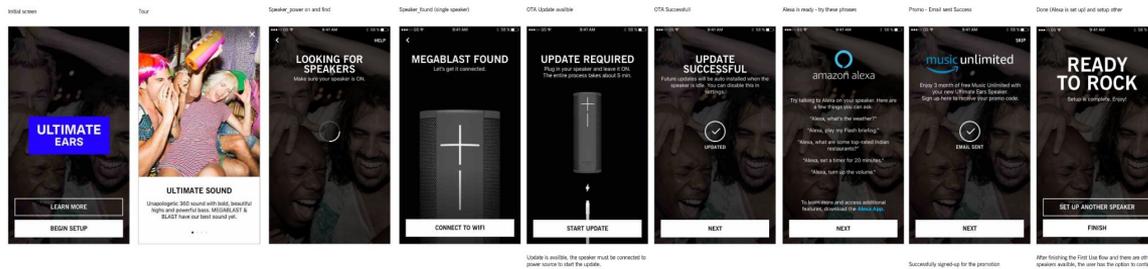
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iOS app screens: Speaker controls, App menu, 3 Speaker status



iOS app screens of the user onboarding flow

Rethinking Transaction Workflows

Client: Intuit, QuickBooks Online

Role: Design Lead and IC

Responsibilities:

At QuickBooks Online I was responsible for the "Rethinking of the Transaction" landscape within the QuickBooks Web application.

Objective:

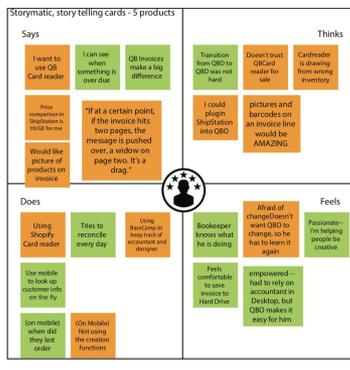
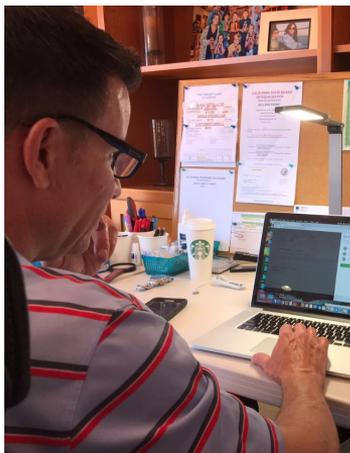
Create the Future State of the QB Online Transaction landscape.

Process:

Extensive user research, including customer interviews, competitor analysis and a workshop with the larger team (Engineering, PM's and Marketing). This allowed us to build deep empathy for the users and their pain points. Leveraging the learnings from the workshop, we then narrowed down on the key pain points and used them to formulate hypotheses for prototyping and testing.

Outcome:

1. Workshop with a cross functional team of engineers, designers, marketing and pm's to define a holistic roadmap for the transaction workflows in QB Online.
2. Prototypes showing the future state of the transaction workflows.
3. Recommendations and design solutions that shape the Future of the Transactions within QB Online



Painpoints:
- Credit card processing with QB-Cardreader not working
- Using ship station for comparing shipping cost

D4D: "Feel the pain"

We created an exercise to gain customer empathy.

Trevor moderated role playing exercise:

- o We broke up into three groups (Wedding planner, photographer, and supplier)
- o Completed transactions accordingly
- o Reversed certain transactions when the wedding was canceled



D4D: Brainstorm

Ideas and focus points that came out of the brainstorm:

- o Knowing where you are!
- o Proactive guidance
- o Guided experience for novis to accountant
- o Tactical invoice features
- o Do the accounting for me
- o Total integration



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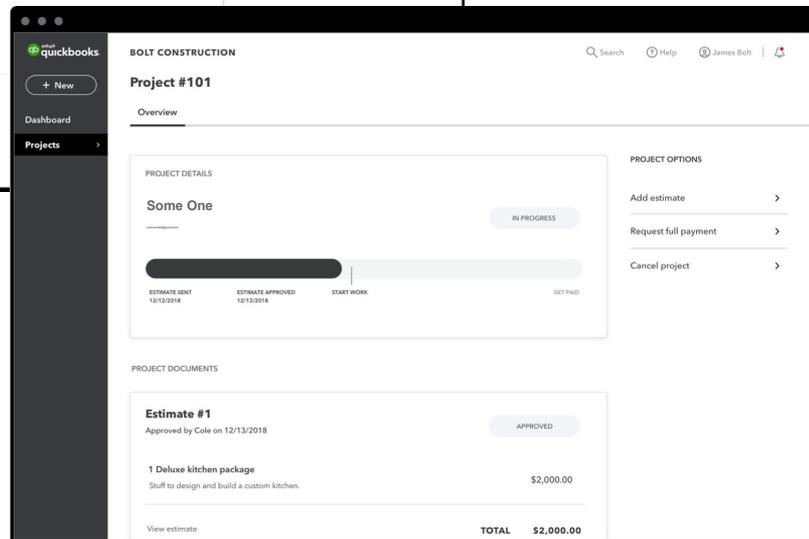
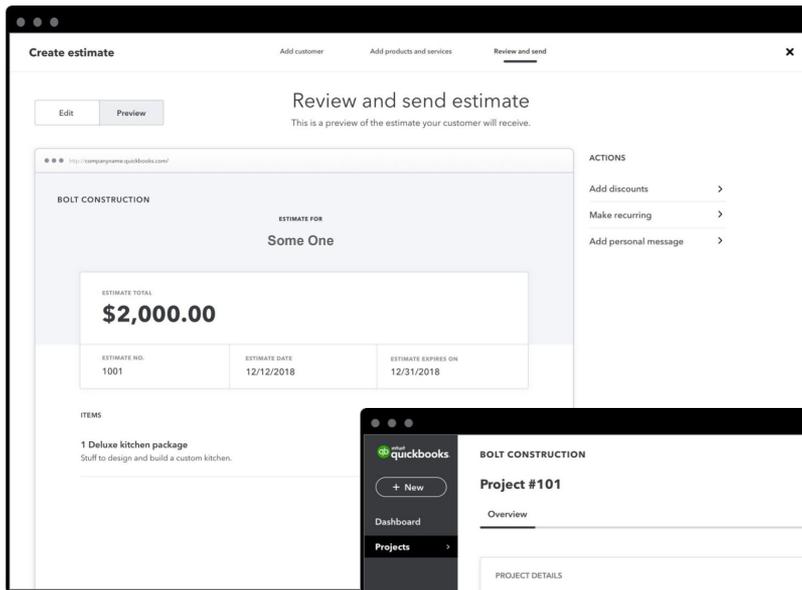
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Screens from the final tested prototypes

Devops Security Measurement Dashboard

Client: NewContext/Copado

Role: Design Lead and IC

Responsibilities:

I was hired by NewContext (now acquired by Copado) to lead the design for their DevOps Security Measurement Dashboard and Applications.

Objective:

Their applications were developed exclusively by engineering without UX design involvement.

My task was to enhance the DevOps Lean Security Measurement Dashboard design and experience through a user-centered approach and increase usability and visual design.

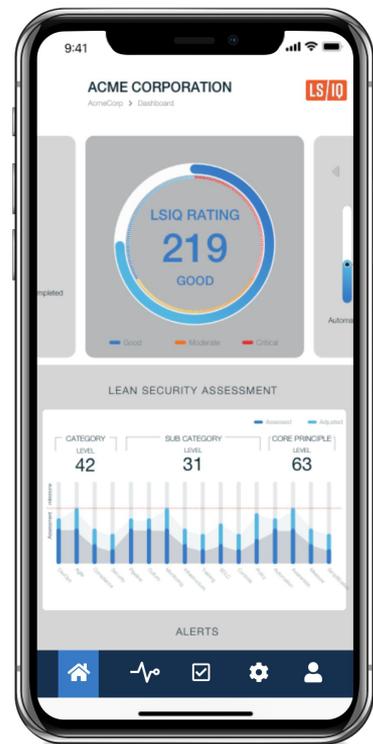
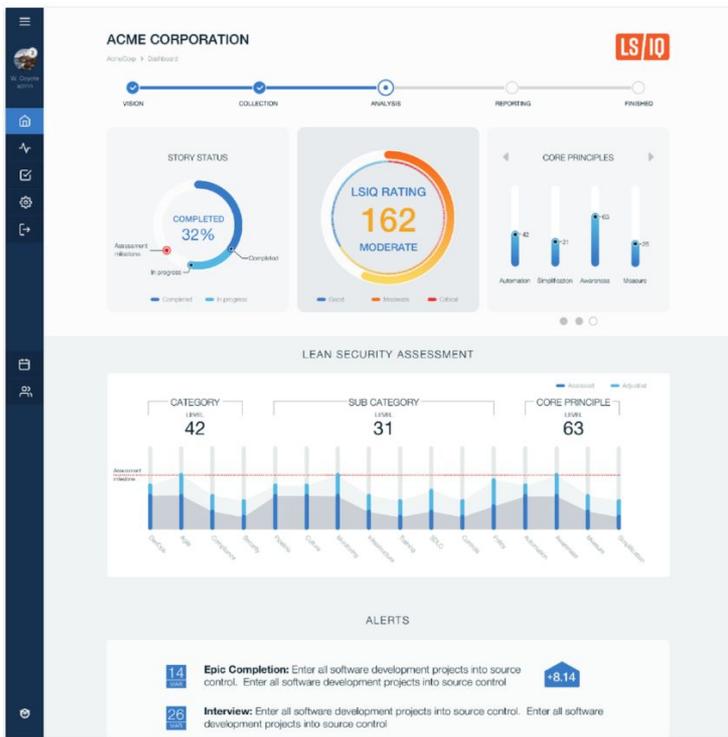
Process:

Double Diamond: Discovery User Research, we then defined the user problems and pain points and created clear flows and journeys to address these.

Next we tested multiple prototypes with users and iterated on final designs that were handed-off to engineering for implementation.

Outcome:

1. Organized and optimized information architecture user functionality.
2. Delivery of new design style guide including logo
3. Delivered High Definition prototypes and designs as handoff for engineering.



Dashboard screens for Web and Mobile (iOS)

Institutional Investment App Suite

Client: BlackRock
Role: Director and IC

Responsibilities:

At BlackRock I lead a global Design Team and deliver design for several products as IC. I partner with PM's, Business and Technology to define problem statements, deliverables, scope, prioritization, resourcing and timelines.

Objective:

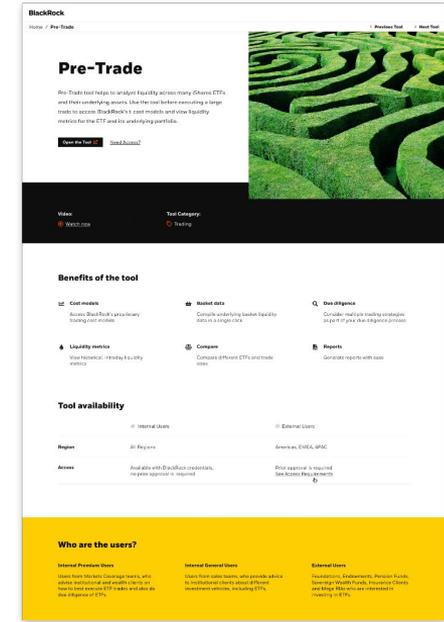
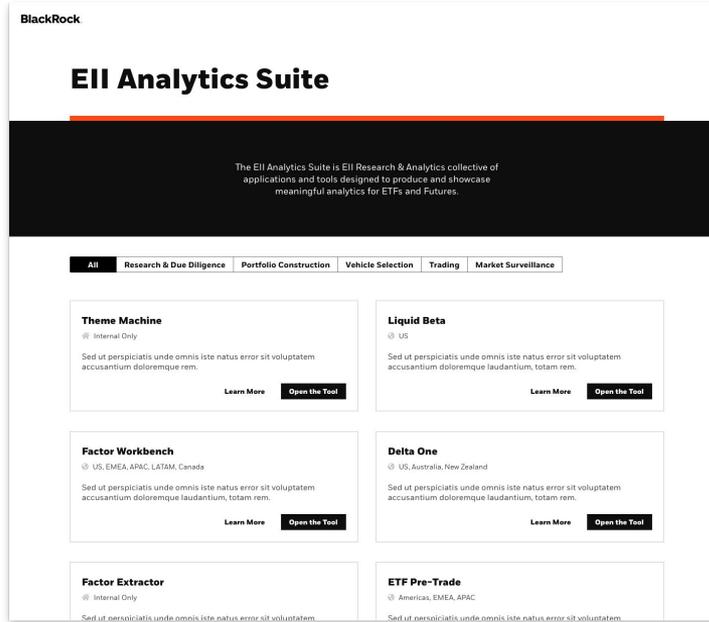
1. Move design practices to an inhouse team and align design process with engineering.
2. Align visual design across existing applications and build new features that optimize the use of Data and Analytics.

Process:

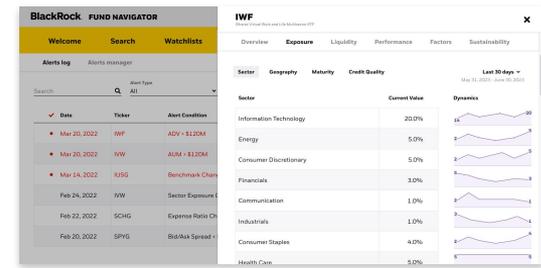
Implemented the Double Diamond process and aligned the design with engineering, following a dual-track agile process. (Cross-functional product team works on two tracks: discovery and delivery.)

Outcome:

1. Grew a team of designers from 1 to 8.
2. Embedded ux-designers in engineering squads, owning the e2e design process.
3. Delivered an App suite of 8+ large data intensive applications.
4. The EII Design System



EII Analytics App Suite website



App details

Institutional Investment App Suite

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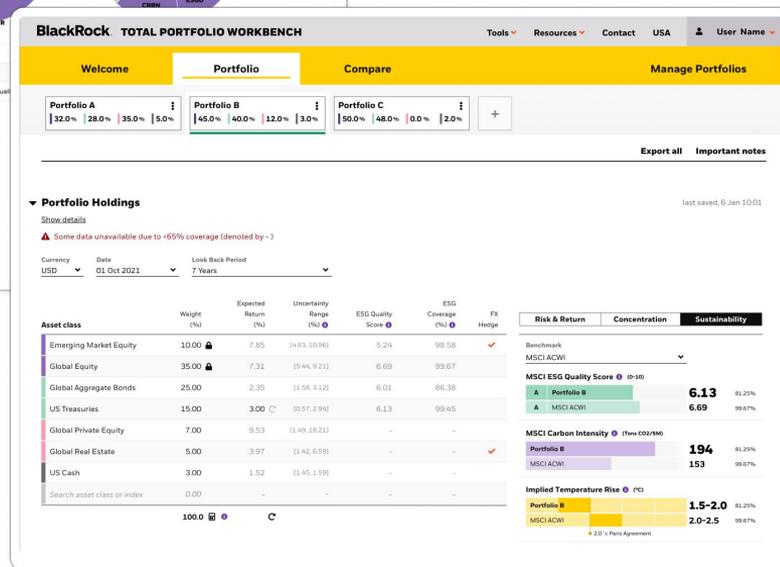
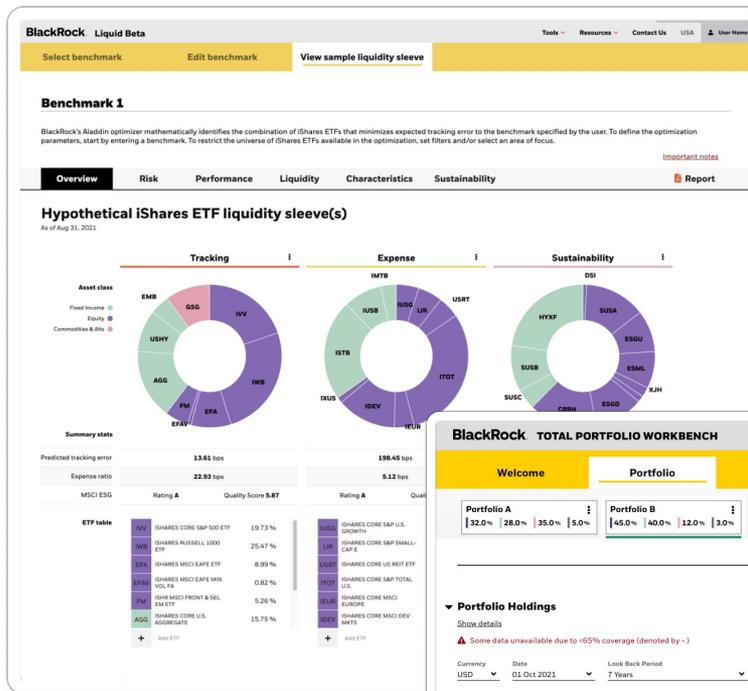
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BlackRock FUND NAVIGATOR Tools Resources Contact User Name

Model ABC
Model-based watchlist

Key metrics Performance ESG Climate Factors Correlation Show delta Columns Export Settings

Ticker & Fund Name	My Score	Benchmark	Navigator Category	Inception Date	Net Assets (USD)	Net Expense Ratio (bps)	Gross Expense Ratio (bps)	Bid/Ask Spread (bps)
AVUS Aventis US Equity ETF	-	-	Large Blend	01/20/2004	\$ 65,605.7M	7	8	1.6
ITOT iShares Core S&P Total U.S. Stock Market ETF	70	S&P Total...	Large Blend	12/11/2008	+ \$ 1.4M	-1	-1	+0.6
IVV iShares Core S&P 500 ETF	69	S&P 500	Large Blend	03/14/2004	- \$ 1.3M	0	-1	-0.3
SCHX Schwab US Large-Cap ETF	64	Dow Jone...	Large Blend	01/21/2009	+ \$ 4.4M	-1	-1	+1.0
SPLG SPDR Portfolio S&P 500 ETF	63	S&P 500	Large Blend	07/22/2004	+ \$ 5.4M	+4	-1	-0.7
SCHB Schwab US Broad Market ETF	62	Dow Jone...	Large Blend	01/20/2012	- \$ 1.5M	-1	+1	+1.6
EMB iShares J.P. Morgan USD Emerging Markets...	-	J.P....	Emerging Markets Bond	02/10/2005	\$ 65,605.7M	7	8	1.6
VVOB Vanguard Emerging Markets Government Bond...	84	Bloomber...	Emerg...					
EMHC SPDR Bloomberg Emerging Markets USD Bond...	72	Bloomber...	Emerg...					
ESEB iTrackers J.P. Morgan ESG Emerging Markets...	64	J.P....	Emerg...					
JPMB JPMorgan USD Emerging Markets Sovereign...	63	J.P....	Emerg...					
GEMD Goldman Sachs Access Emerging Markets USD...	62	FTSE...	Emerg...					

BlackRock ETF NAVIGATOR Tools Contact My Lists User Name

Back

My Lists

Here is a list of... Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam

My Saved Funds Sublist 1 Sublist 2

Bulk Action (0) Columns Export

Ticker	Navigator Category	Benchmark	Investment Vehicle Name	Inception Date	Net Assets (\$M)	Expense Ratio (bps)	ADV	Spread	# of Holdings	12 Month Yield	Common Holdings (%)
IWF	Equity - US Large...	S&P 500 Growth	iShares Russell...	2004/01/20	\$ 65,605.7M	19	\$ 372.43M	1.65	457	0.59%	78.58%

Alerts

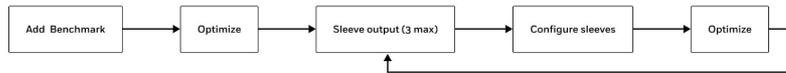
- AUM Change: Increases above \$200M. Last triggered: Sep 20, 21:59. Take Action
- AUM Change: Drops below \$200M. Last triggered: Aug 17, 15:32. Take Action

+ Add Alert

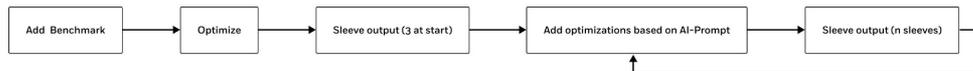
IWV	Equity - US Large...	S&P 500 Growth	iShares S&P 500 Grow...	2000/05/22	\$ 32,433.8M	18	\$ 143.48M	1.07	234	0.72%	99.57%
IUSG	Equity - US Large...	S&P 500 Growth	iShares Core S&P...	2009/11/03	\$ 11,067.3M	4	\$ 41.20M	0.73	460	0.83%	94.25%
IWY	Equity - US Large...	S&P 500 Growth	iShares Russell To ...	2000/10/04	\$ 3,663.3M	20	\$ 17.22M	1.17	110	0.64%	77.60%
SCHG	Equity - US Large...	S&P 500 Growth	Schwab US Large-Cap...	1993/01/22	\$ 14,415.7M	4	\$ 46.63M	1.38	230	0.46%	73.79%
SPYG	Equity - US Large...	S&P 500 Growth	SPDR Portfolio ...	2005/11/08	\$ 10,665.5M	4	\$ 103.46M	4.26	232	0.80%	99.70%

How could we leverage Generative AI in the sleeve optimization workflow

Original journey:



By adding a generative optimization option we can show an infinite amount of sleeve variations based on the benchmark. Giving the user a more granular output of sleeves aligned to Tracking, Expense or Sustainability.



This is only a small example I could share around a workflow where we added Generic-AI in our tools.

Large effort will be developing an adaptable UI that is based on our design system and the ability to render custom data visualizations based on users data input and narrative.

Old

Summary stats																																			
Predicted tracking error				13.61 bps				198.45 bps				206.91 bps																							
Expense ratio				22.93 bps				5.12 bps				22.18 bps																							
MSCI ESG			Rating A			Quality Score 5.87			Rating A			Quality Score 6.15			Rating AA			Quality Score 7.41																	
ETF table																																			
IVV	ISHARES CORE S&P 500 ETF	19.73 %	IUSG	ISHARES CORE S&P U.S. GROWTH	5.07 %	DSI	ISHARES MSCI KLD 400 SOCIAL	0.81 %	IVV	ISHARES CORE S&P 500 ETF	19.73 %	IUSG	ISHARES CORE S&P U.S. GROWTH	5.07 %	DSI	ISHARES MSCI KLD 400 SOCIAL	0.81 %	IVV	ISHARES CORE S&P 500 ETF	19.73 %	IUSG	ISHARES CORE S&P U.S. GROWTH	5.07 %	DSI	ISHARES MSCI KLD 400 SOCIAL	0.81 %									
IWB	ISHARES RUSSELL 1000 ETF	25.47 %	IJR	ISHARES CORE S&P SMALL-CAP E	5.53 %	SUSL	ISHARES MSCI USA ESG SELECT	13.76 %	IWB	ISHARES RUSSELL 1000 ETF	25.47 %	IJR	ISHARES CORE S&P SMALL-CAP E	5.53 %	SUSL	ISHARES MSCI USA ESG SELECT	13.76 %	IWB	ISHARES RUSSELL 1000 ETF	25.47 %	IJR	ISHARES CORE S&P SMALL-CAP E	5.53 %	SUSL	ISHARES MSCI USA ESG SELECT	13.76 %	IWB	ISHARES RUSSELL 1000 ETF	25.47 %	IJR	ISHARES CORE S&P SMALL-CAP E	5.53 %	SUSL	ISHARES MSCI USA ESG SELECT	13.76 %
EFA	ISHARES MSCI EAFE ETF	8.99 %	USRT	ISHARES CORE US REIT ETF	4.81 %	ESGU	ISHARES ESG AWARE MSCI USA	9.42 %	EFA	ISHARES MSCI EAFE ETF	8.99 %	USRT	ISHARES CORE US REIT ETF	4.81 %	ESGU	ISHARES ESG AWARE MSCI USA	9.42 %	EFA	ISHARES MSCI EAFE ETF	8.99 %	USRT	ISHARES CORE US REIT ETF	4.81 %	ESGU	ISHARES ESG AWARE MSCI USA	9.42 %	EFA	ISHARES MSCI EAFE ETF	8.99 %	USRT	ISHARES CORE US REIT ETF	4.81 %	ESGU	ISHARES ESG AWARE MSCI USA	9.42 %
BRV	ISHARES MSCI EAFE MIN VOL FA	0.82 %	ITOT	ISHARES CORE S&P TOTAL U.S.	30.60 %	ESML	ISHARES ESG AWARE MSCI USA S	8.35 %	BRV	ISHARES MSCI EAFE MIN VOL FA	0.82 %	ITOT	ISHARES CORE S&P TOTAL U.S.	30.60 %	ESML	ISHARES ESG AWARE MSCI USA S	8.35 %	BRV	ISHARES MSCI EAFE MIN VOL FA	0.82 %	ITOT	ISHARES CORE S&P TOTAL U.S.	30.60 %	ESML	ISHARES ESG AWARE MSCI USA S	8.35 %	BRV	ISHARES MSCI EAFE MIN VOL FA	0.82 %	ITOT	ISHARES CORE S&P TOTAL U.S.	30.60 %	ESML	ISHARES ESG AWARE MSCI USA S	8.35 %
FM	ISHR MSCI FRONT & SEL EM ETF	5.26 %	EUR	ISHARES CORE MSCI EUROPE	4.46 %	XJH	ISHARES ESG SCREEN S&P MID	2.20 %	FM	ISHR MSCI FRONT & SEL EM ETF	5.26 %	EUR	ISHARES CORE MSCI EUROPE	4.46 %	XJH	ISHARES ESG SCREEN S&P MID	2.20 %	FM	ISHR MSCI FRONT & SEL EM ETF	5.26 %	EUR	ISHARES CORE MSCI EUROPE	4.46 %	XJH	ISHARES ESG SCREEN S&P MID	2.20 %	FM	ISHR MSCI FRONT & SEL EM ETF	5.26 %	EUR	ISHARES CORE MSCI EUROPE	4.46 %	XJH	ISHARES ESG SCREEN S&P MID	2.20 %
AGG	ISHARES CORE U.S. AGGREGATE	15.75 %	DEV	ISHARES CORE MSCI DEV MKTS	13.32 %	XJR	ISHARES ESG SCREEN SP SMALL	1.41 %	AGG	ISHARES CORE U.S. AGGREGATE	15.75 %	DEV	ISHARES CORE MSCI DEV MKTS	13.32 %	XJR	ISHARES ESG SCREEN SP SMALL	1.41 %	AGG	ISHARES CORE U.S. AGGREGATE	15.75 %	DEV	ISHARES CORE MSCI DEV MKTS	13.32 %	XJR	ISHARES ESG SCREEN SP SMALL	1.41 %	AGG	ISHARES CORE U.S. AGGREGATE	15.75 %	DEV	ISHARES CORE MSCI DEV MKTS	13.32 %	XJR	ISHARES ESG SCREEN SP SMALL	1.41 %
+			Add ETF			+			Add ETF			+			Add ETF			+			Add ETF														

Constraints			
Focus area	Tracking	Expense	Sustainability
Max number of ETF	15	15	15
Min-Max ETF weight	0.1% - 100%	0.1% - 100%	0.1% - 100%
Min ETF history	0 months	0 months	0 months
Min ADV	\$0	\$0	\$0
Min ALUM	\$0	\$0	\$0

Save and Refresh

New

Summary stats																																			
Predicted tracking error				13.61 bps				198.45 bps				206.91 bps																							
Expense ratio				22.93 bps				5.12 bps				22.18 bps																							
MSCI ESG			Rating A			Quality Score 5.87			Rating A			Quality Score 6.15			Rating AA			Quality Score 7.41																	
ETF table																																			
IVV	ISHARES CORE S&P 500 ETF	19.73 %	IUSG	ISHARES CORE S&P U.S. GROWTH	5.07 %	DSI	ISHARES MSCI KLD 400 SOCIAL	0.81 %	IVV	ISHARES CORE S&P 500 ETF	19.73 %	IUSG	ISHARES CORE S&P U.S. GROWTH	5.07 %	DSI	ISHARES MSCI KLD 400 SOCIAL	0.81 %	IVV	ISHARES CORE S&P 500 ETF	19.73 %	IUSG	ISHARES CORE S&P U.S. GROWTH	5.07 %	DSI	ISHARES MSCI KLD 400 SOCIAL	0.81 %									
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FM	ISHR MSCI FRONT & SEL EM ETF	5.26 %	EUR	ISHARES CORE MSCI EUROPE	4.46 %	XJH	ISHARES ESG SCREEN S&P MID	2.20 %	FM	ISHR MSCI FRONT & SEL EM ETF	5.26 %	EUR	ISHARES CORE MSCI EUROPE	4.46 %	XJH	ISHARES ESG SCREEN S&P MID	2.20 %	FM	ISHR MSCI FRONT & SEL EM ETF	5.26 %	EUR	ISHARES CORE MSCI EUROPE	4.46 %	XJH	ISHARES ESG SCREEN S&P MID	2.20 %	FM	ISHR MSCI FRONT & SEL EM ETF	5.26 %	EUR	ISHARES CORE MSCI EUROPE	4.46 %	XJH	ISHARES ESG SCREEN S&P MID	2.20 %
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+			Add ETF			+			Add ETF			+			Add ETF			+			Add ETF														

Constraints			
Focus area	Tracking	Expense	Sustainability
Max number of ETF	15	15	15
Min-Max ETF weight	0.1% - 100%	0.1% - 100%	0.1% - 100%
Min ETF history	0 months	0 months	0 months
Min ADV	\$0	\$0	\$0
Min ALUM	\$0	\$0	\$0

Run optimization

Generate 5 additional sleeves with a Max number of ETF's: 15 a Min ADV \$: 200MM and a Max tracking error: 200

Thanks for watching!

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