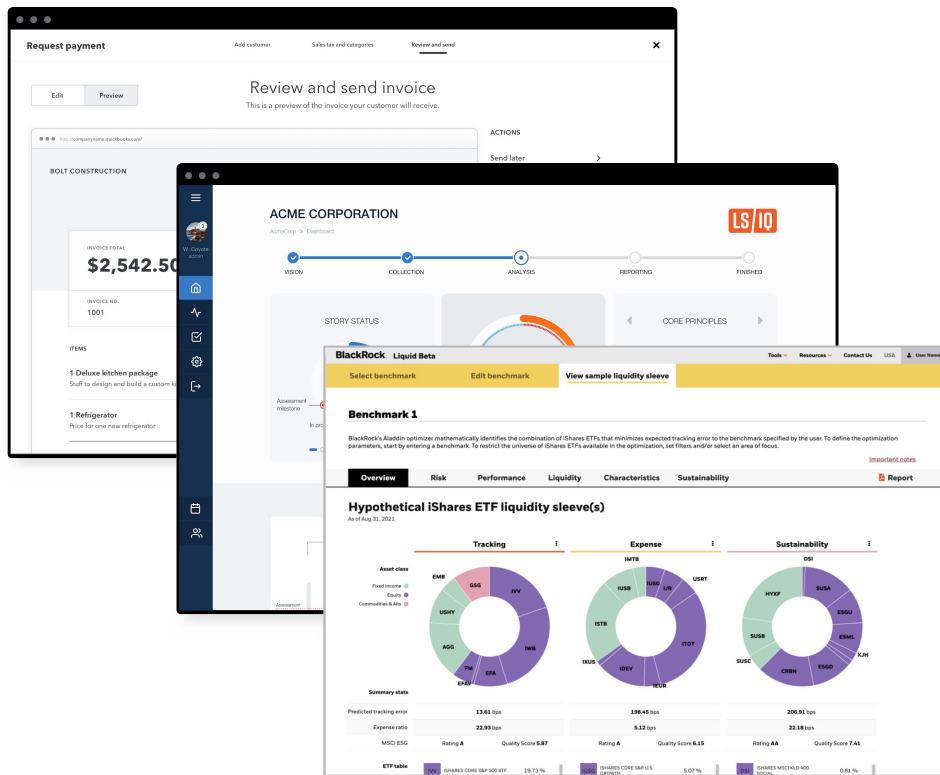


Joris Sewandono

Overview of Selected Projects

2025

Overview of Selected Projects



Branded Signature Cards:

Signature Card offering

Client: Visa

Role: Design Lead and IC

Role 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)

Project Objective:

For the Branded Signature Cards:

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

Process:

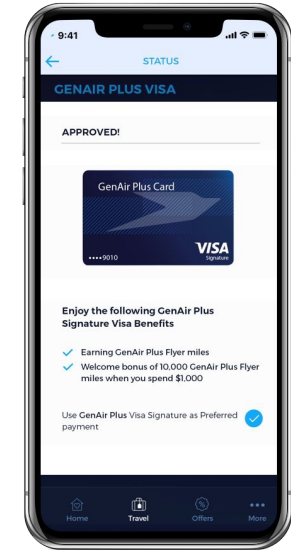
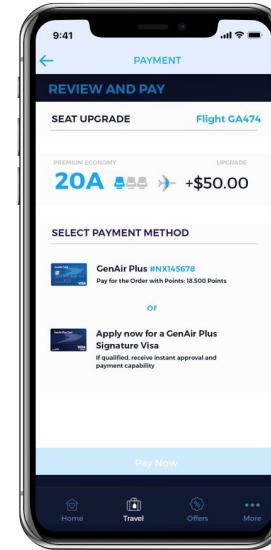
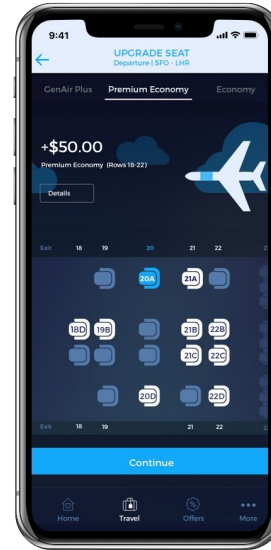
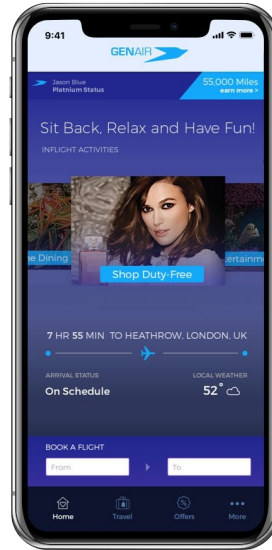
We started with user and stakeholder research, story mapping and journey analysis. Then we created flowcharts and visualized the new journeys

Outcomes:

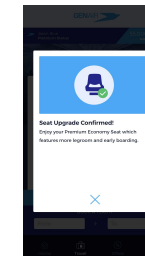
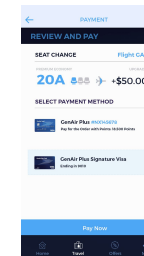
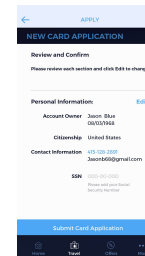
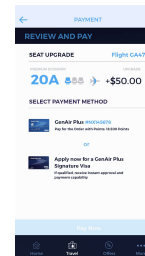
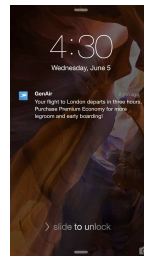
We created story-boards and interactive prototypes to showcase to management and client for further implementation.

Right side:

iOS app (mvp)



iOS App screens



Flow to upgrade to a Signature card

Instalments on Checkout

Client: Visa

Role: Design Lead and IC

Role 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)

Project Objective:

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

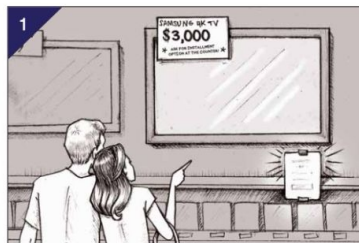
Outcomes:

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

Right side:

Storyboard / Wireframe prototype

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
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 adipisicing 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 Suite

Client: Visa

Role: Design Lead and IC



Role 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.

Project Objective:

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

Process:

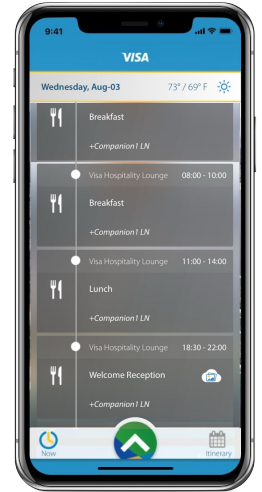
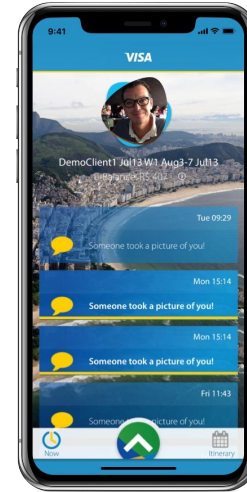
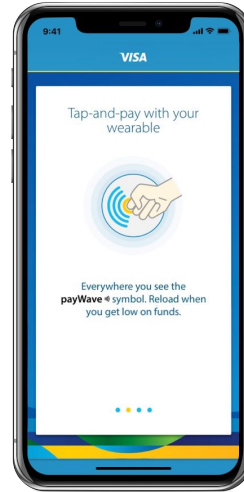
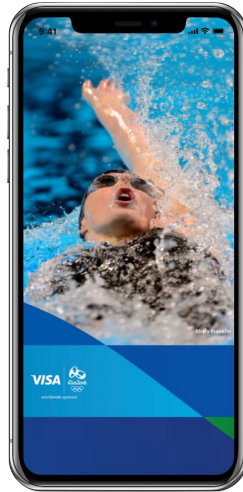
We started with user and stakeholder research, story mapping and journey analysis. Then we created flowcharts outlining the full information architecture of the apps which provided a clear roadmap for our final designs and development.

Outcomes:

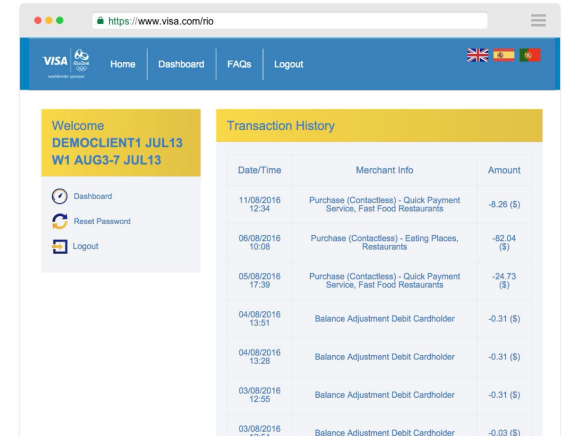
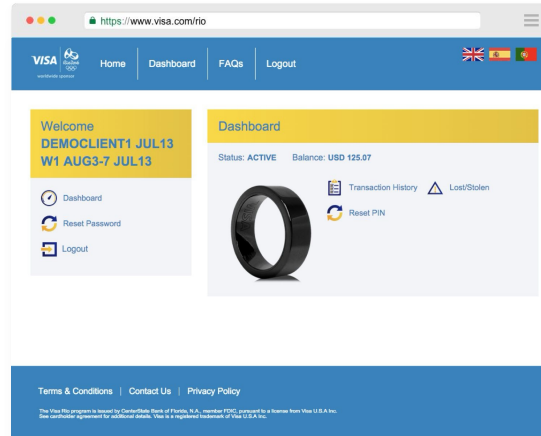
We released apps in time for the Super Bowl 50, the Olympics, Confederate Cup. The app suite is now used as a framework for future events.

Right side:

iOS app / Web portal



Client/Guest iOS App screens



Clients/Guest web portal

Hospitality Suite (Continued)

Client: Visa

Role: Design Lead and IC



Role 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.

Project Objective:

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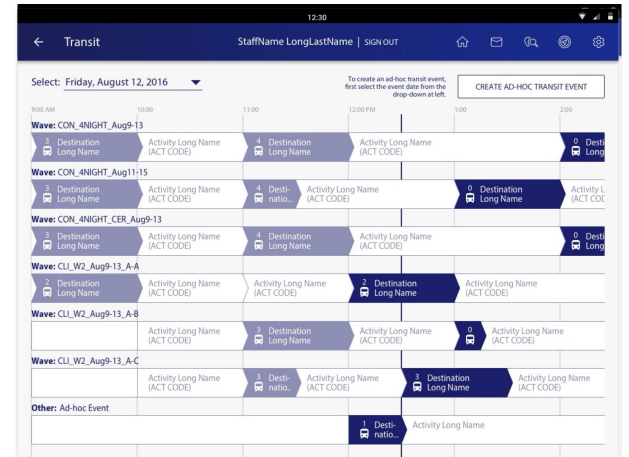
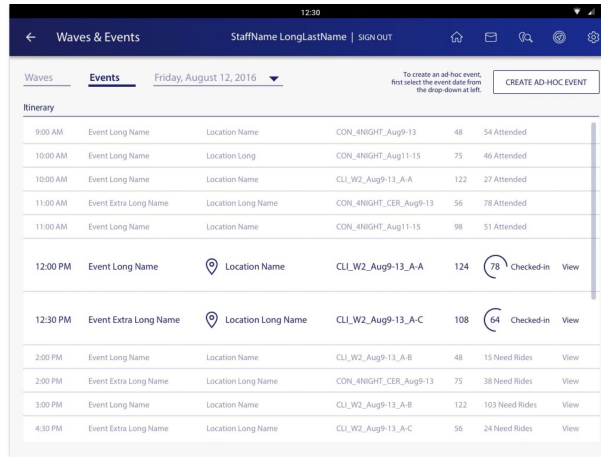
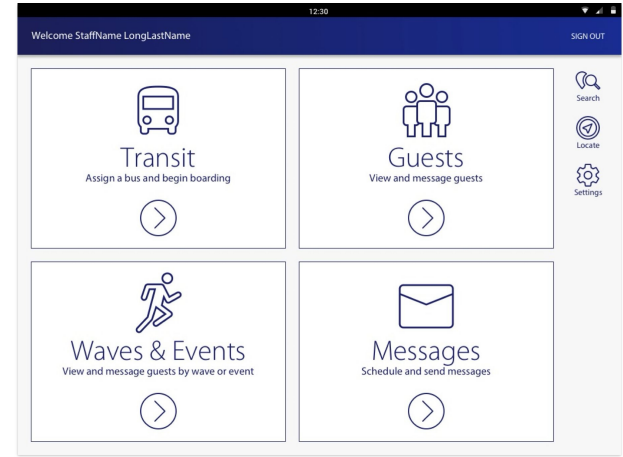
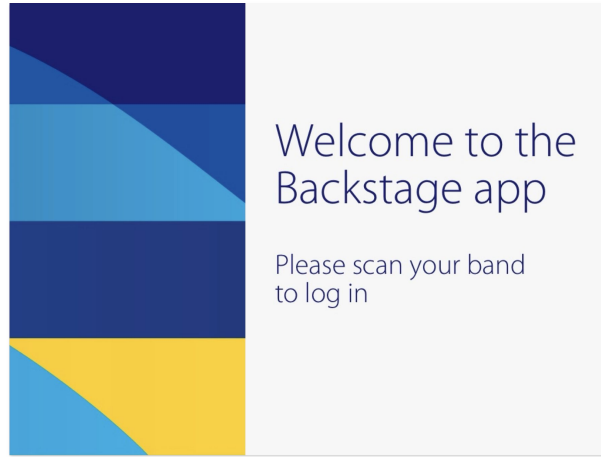
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We released apps in time for the Super Bowl 50, the Olympics, Confederate Cup. The app suite is now used as a framework for future events.

Right side:

iPad app for backstage management



Hospitality Teams Backstage App (iPad)

Speaker Configuration App

Client: Logitech/Ulimate Ears

Role: Lead UX/Interaction designer, IC

Role 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.

Project 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:

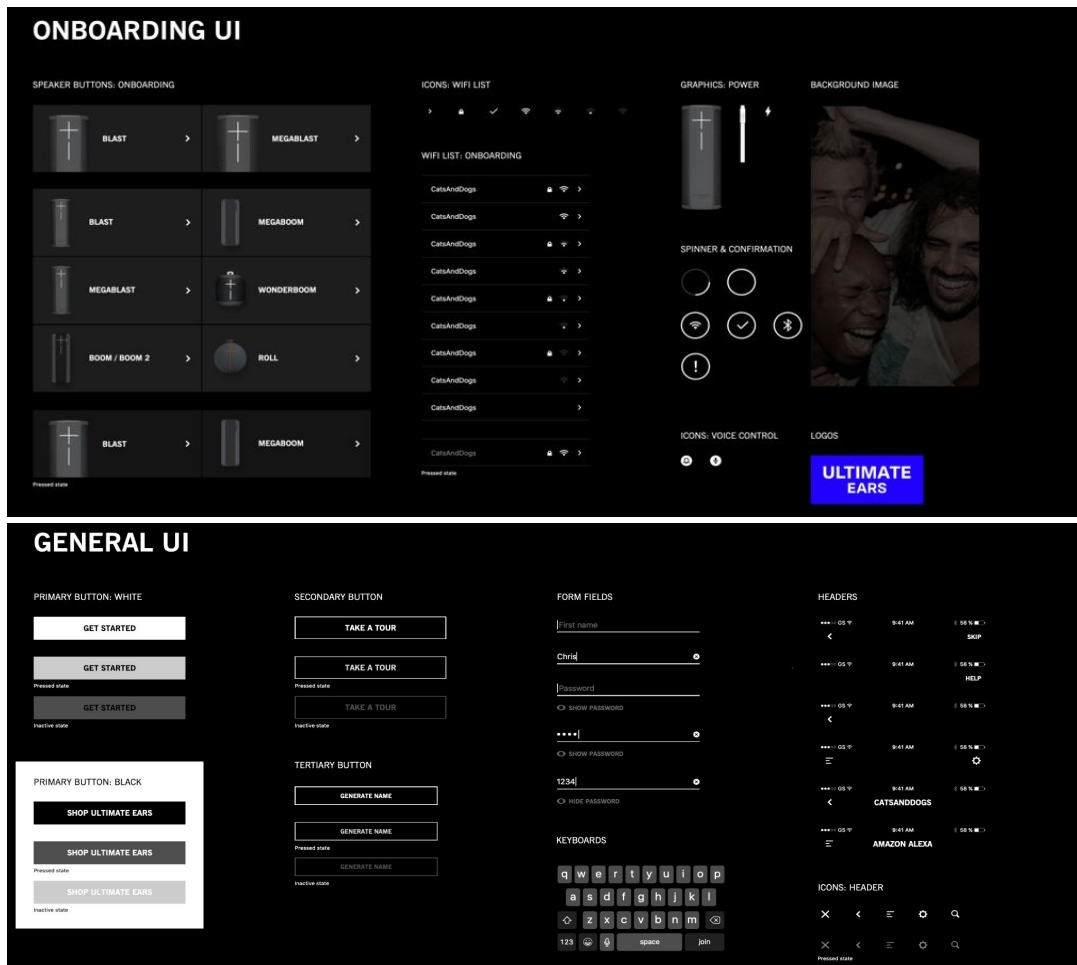
Leveraging existing user research, we designed detailed user journeys and application flow charts. These helped identify crucial touchpoints and interactions defining the app's user experience, including onboarding flows, speaker configuration/management

Outcomes and Deliverables:

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

Right side:

iOS / Android Style Guide



Speaker Configuration App (Continued)

Client: Logitech/Ultimate Ears

Role: Lead UX/Interaction designer, IC

Role 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.

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2. Enable configuration work flows and design for managing wifi speaker(s) and enabling controls while switching between BT and WiFi networks

Process:

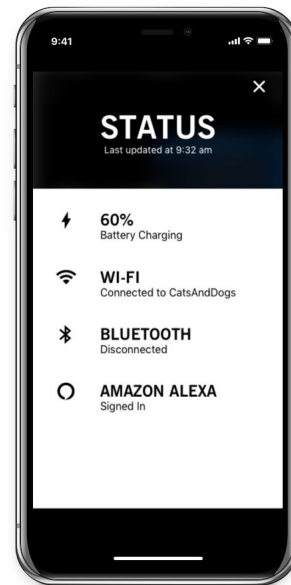
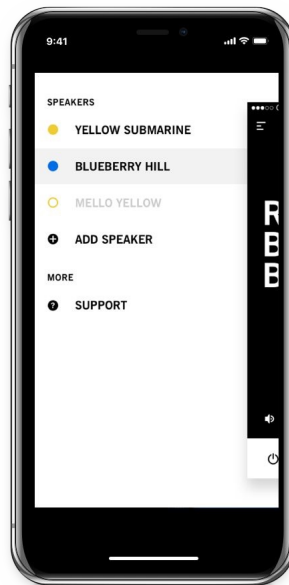
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Outcomes and Deliverables:

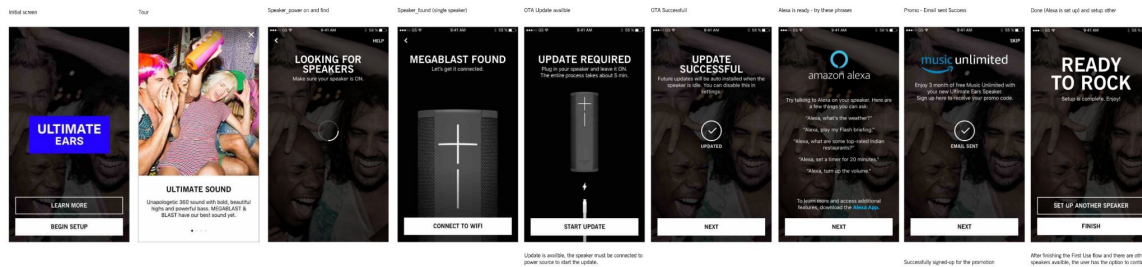
1. Android & iOS Style Guides
2. Android & iOS App design/documentation
3. UX Research for switching between networks and pairing multiple speakers, i.e. group listening

Right side:

iOS app / onboarding flow



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



iOS app screens of the user onboarding flow

Rethink Transaction Flows

Client: Intuit, QuickBooks Online
Role: Design Lead and IC

Role Responsibilities:

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

Project Objective:

Create the Future State of the QBO Transaction landscape.

Process:

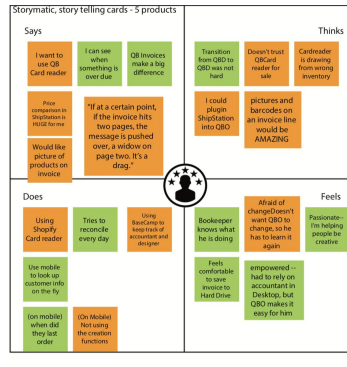
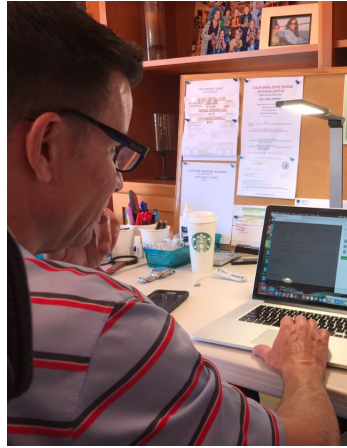
Extensive user research, including customer interviews, competitor analysis and a workshop with the larger team (Engineering, PM's and Marketing). This allowed us to build strong empathy for the users and their pain points. Leveraging the learnings from the workshop, we then narrowed down on the key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

Outcome:

1. Workshop with a cross-functional team to define a holistic roadmap for transaction workflows in QBO.
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

Right side:

Research and Workshop examples



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:

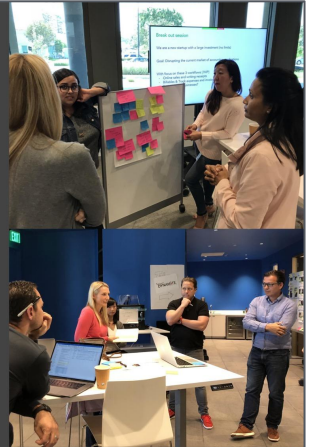
- o We broke up into three groups (Wedding planner, photographer, and supplier)
- o Completed transactions accordingly
- o Reversed certain transactions when the wedding was canceled



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



Snapshots and collateral from the workshop

Rethink Transaction Flows (Continued)

Client: Intuit, QuickBooks Online

Role: Design Lead and IC

Role Responsibilities:

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

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Create the Future State of the QB Online Transaction landscape.

Process:

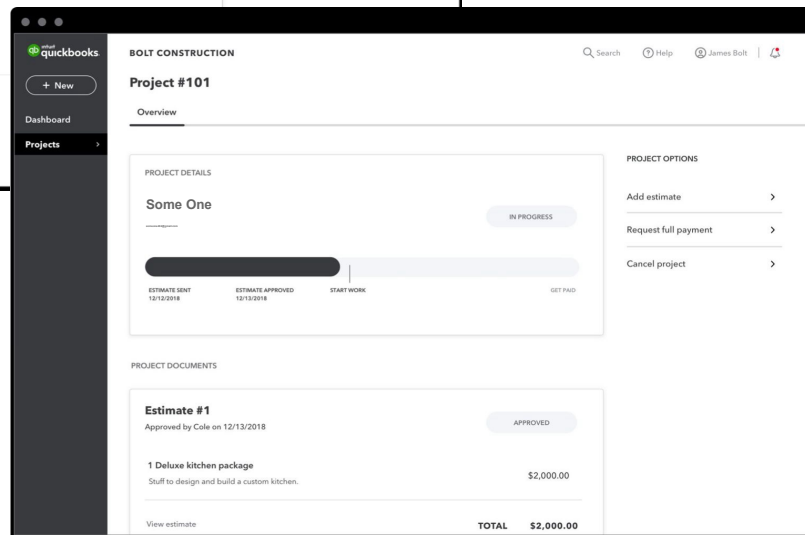
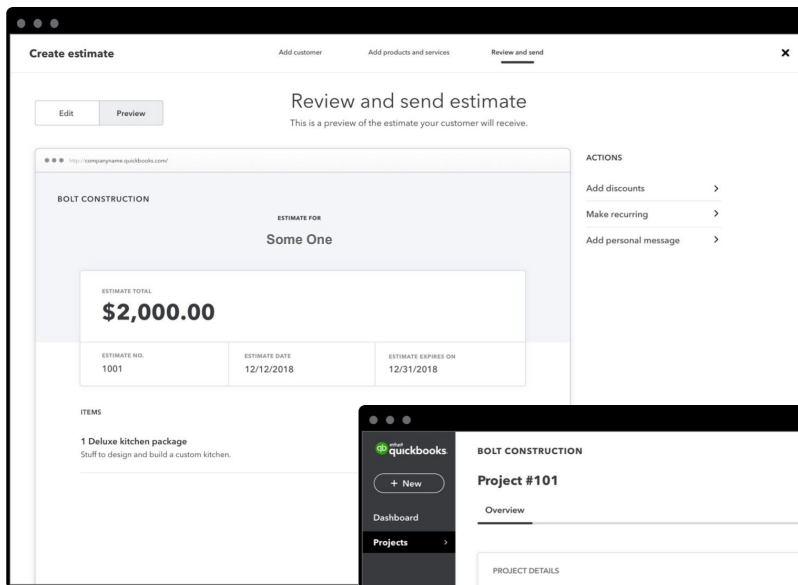
Extensive user research, including customer interviews, competitor analysis and a workshop with the larger team (Engineering, PM's and Marketing). This allowed us to build deep empathy for the users and their pain points. Leveraging the learnings from the workshop, we then narrowed down on the key pain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

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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

Right side:

New design ideas for QBO



Institutional Investment App Suite

Client: BlackRock
Role: Director and IC

Role Responsibilities:

Grow and lead a global Design Team and deliver design for several products as IC.

Partner with PM's, Business and Technology to define problem statements, deliverables, scope, prioritization, resourcing and timelines.

Project Objective:

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

Process:

Implemented the Double Diamond process and aligned design tracks 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 a suite of 8+ large data intensive Apps.
4. The EII Design System

Right side: App Suite overview page / App details

BlackRock

EII Analytics Suite

The EII Analytics Suite is EII Research & Analytics collective of applications and tools designed to produce and showcase meaningful analytics for ETFs and Futures.

All Research & Due Diligence Portfolio Construction Vehicle Selection Trading Market Surveillance

Theme Machine

Internal Only

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem.

Learn More Open the Tool

Liquid Beta

US

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem.

Learn More Open the Tool

Factor Workbench

US, EMEA, APAC, LATAM, Canada

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem.

Learn More Open the Tool

Delta One

Australia, New Zealand

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem.

Learn More Open the Tool

Factor Extractor

Internal Only

Sed ut perspiciatis unde omnis iste natus error sit voluptatem

ETF Pre-Trade

Americas, EMEA, APAC

Sed ut perspiciatis unde omnis iste natus error sit voluptatem

BlackRock

Home / Pre-Trade

Pre-Trade

Pre-Trade tool helps to analyze liquidity access many (Global) ETFs and their underlying assets. Use the tool before executing a large trade to assess BlackRock's cost impact and view liquidity metrics for the ETF and its underlying portfolio.

Open the Tool Blackboard

View: WFO, USA

Test Category: Trading

Benefits of the tool

Costs analysis

Assess BlackRock's proprietary trading cost impact.

Related data

Consult underlying assets liquidity data to improve trade.

Due diligence

Consider multi-day trading strategies impact on your client's portfolio.

Liquidity analysis

Measure historical liquidity by asset type.

Compare

Compare different ETFs and trade sizes.

Reports

Generate reports with ease.

Tool availability

Internal Users External Users

Region: All Regions

Americas, EMEA, APAC

Access: Available with BlackRock credentials, requires approval to request.

Full access is required. See Admin/My account.

Who are the users?

Internal Production Users

Users from the team (Chicago, Paris, etc.) who are responsible for the production of the tool.

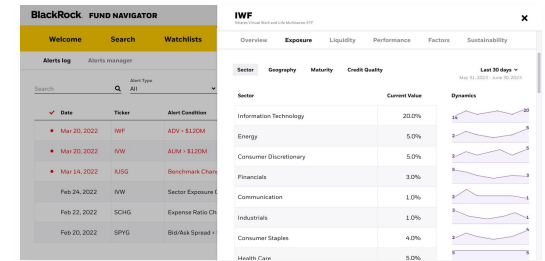
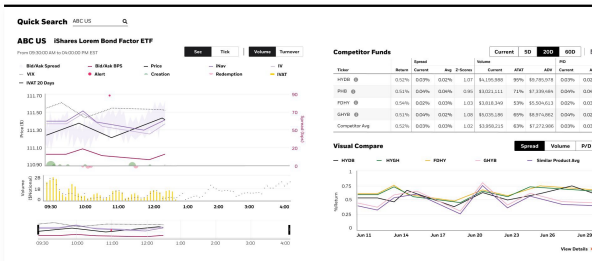
Internal Client Users

Users from sales teams, who provide advice on the tool's use to their clients.

External Users

Investment Consultants, Pension Funds, Hedge Funds, etc. who use the tool to improve their trading strategy. We also offer training on the tool's use.

EII Analytics App Suite website



App details

Institutional Investment App Suite (Cont.)

Client: BlackRock

Role: Director and IC

Role Responsibilities:

Grow and lead a global Design Team and deliver design for several products as IC.

Partner with PM's, Business and Technology to define problem statements, deliverables, scope, prioritization, resourcing and timelines.

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3. Delivered a suite of 8+ large data intensive Apps.
4. The EII Design System

Right side: Web application examples

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 Aventus 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 Jones...	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 Jones...	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...	Emergi					
EMHC SPDR Bloomberg Emerging Markets USD Bond...	72	Bloomber...	Emergi					
ESEB Xtrackers J.P. Morgan ESG Emerging Markets...	64	J.P....	Emergi					
JPMB JPMorgan USD Emerging Markets Sovereign...	63	J.P....	Emergi					
GEMD Goldman Sachs Access Emerging Markets USD...	62	FTSE...	Emergi					

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%

Thanks for watching!

Please connect with me via:

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Linkedin: [linkedin.com/in/jorissewandonov](https://www.linkedin.com/in/jorissewandonov)

Web: joris.sewandonov.com

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