

— UX DESIGN DIRECTOR · AMSTERDAM / SAN FRANCISCO

Joris Sewandono

Overview of Selected Projects

2026 · CONFIDENTIAL

Selected Work

2016 - 2026

-
- 01 **Next-Gen Payment Experiences & Hospitality Suite** 2016 - 2017
VISA · SAN FRANCISCO, CA

 - 02 **Ultimate Ears Speaker App & Design System** 2017
LOGITECH · NEWARK, CA

 - 03 **QuickBooks Transaction Flows & Money Movement** 2017 - 2019
INTUIT · MOUNTAIN VIEW, CA

 - 04 **Institutional Platform Suite & Design Organisation** 2019 - 2024
BLACKROCK · SAN FRANCISCO, CA

 - 05 **Road Carrier Solution** 2024 - PRESENT
KUEHNE+NAGEL · AMSTERDAM, NL

 - 06 **MindSync AI Brand Intelligence Platform** 2024
DISXT / MINDSYNC · AMSTERDAM, NL

 - 07 **TLM42 Threat Intelligence Platform** 2025 - PRESENT
GENLAB-STUDIOS · REMOTE

 - 08 **Engyon AI Audit Management Platform** 2025
ENGYON · ROTTERDAM, NL
-

Next-Gen Payment Experiences & Hospitality Suite

VISA ONE MARKET · SAN FRANCISCO, CA

ROLE

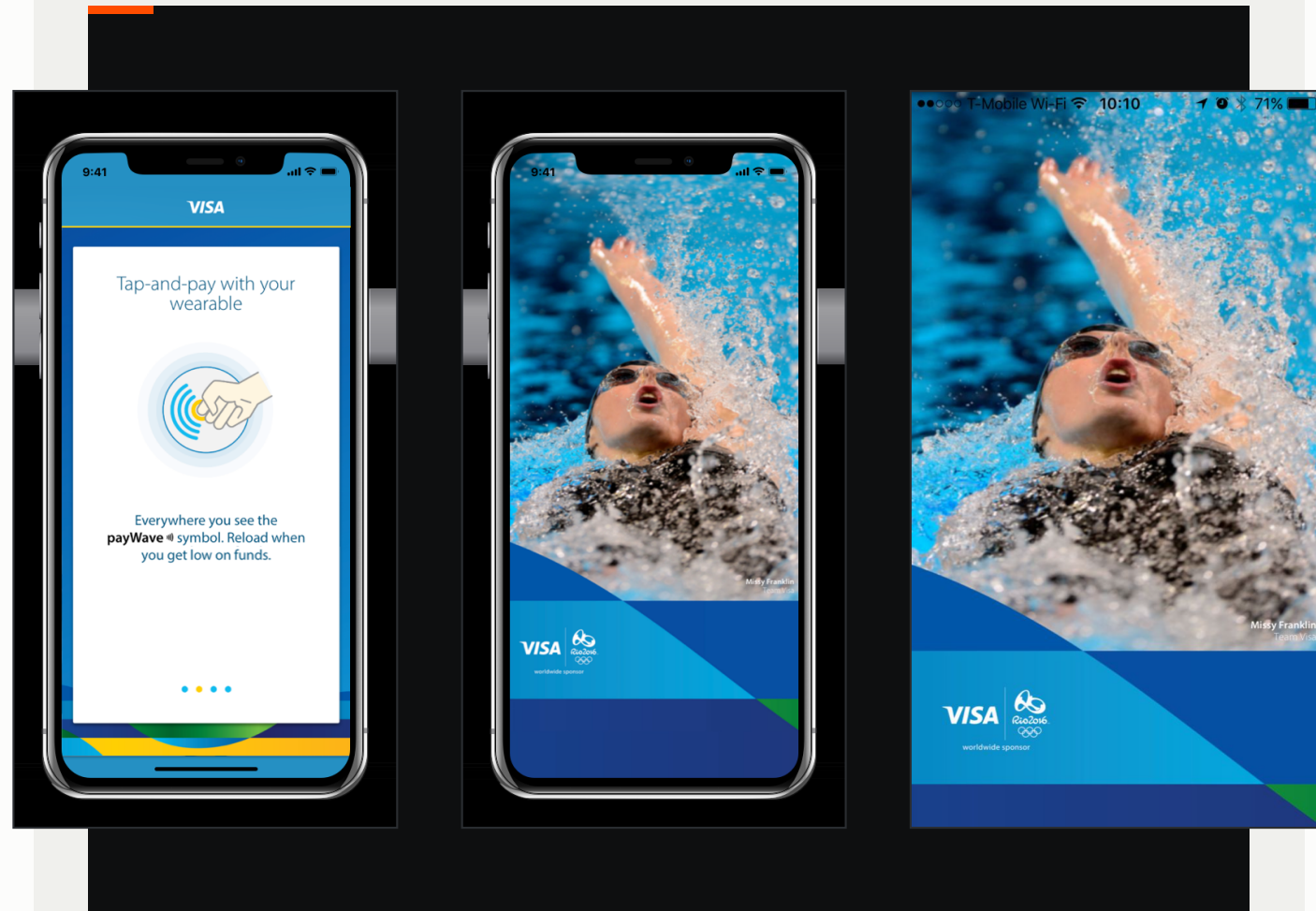
Design Lead & IC, Product Innovation Team

OBJECTIVE

Design the end-to-end Hospitality App Suite for marquee events: optimising onboarding, personalising itineraries, and showcasing next-generation payment technology.

OUTCOMES

- Shipped in time for Super Bowl 50, Rio Olympics, and FIFA Confederations Cup
- Framework reused across all subsequent Visa events
- Multiple seven-figure contract renewals



IOS APP SCREENS · RIO OLYMPICS 2016 & VISA EVENTS

Branded Signature Card Issuance & Payments

VISA ONE MARKET · SAN FRANCISCO, CA

ROLE

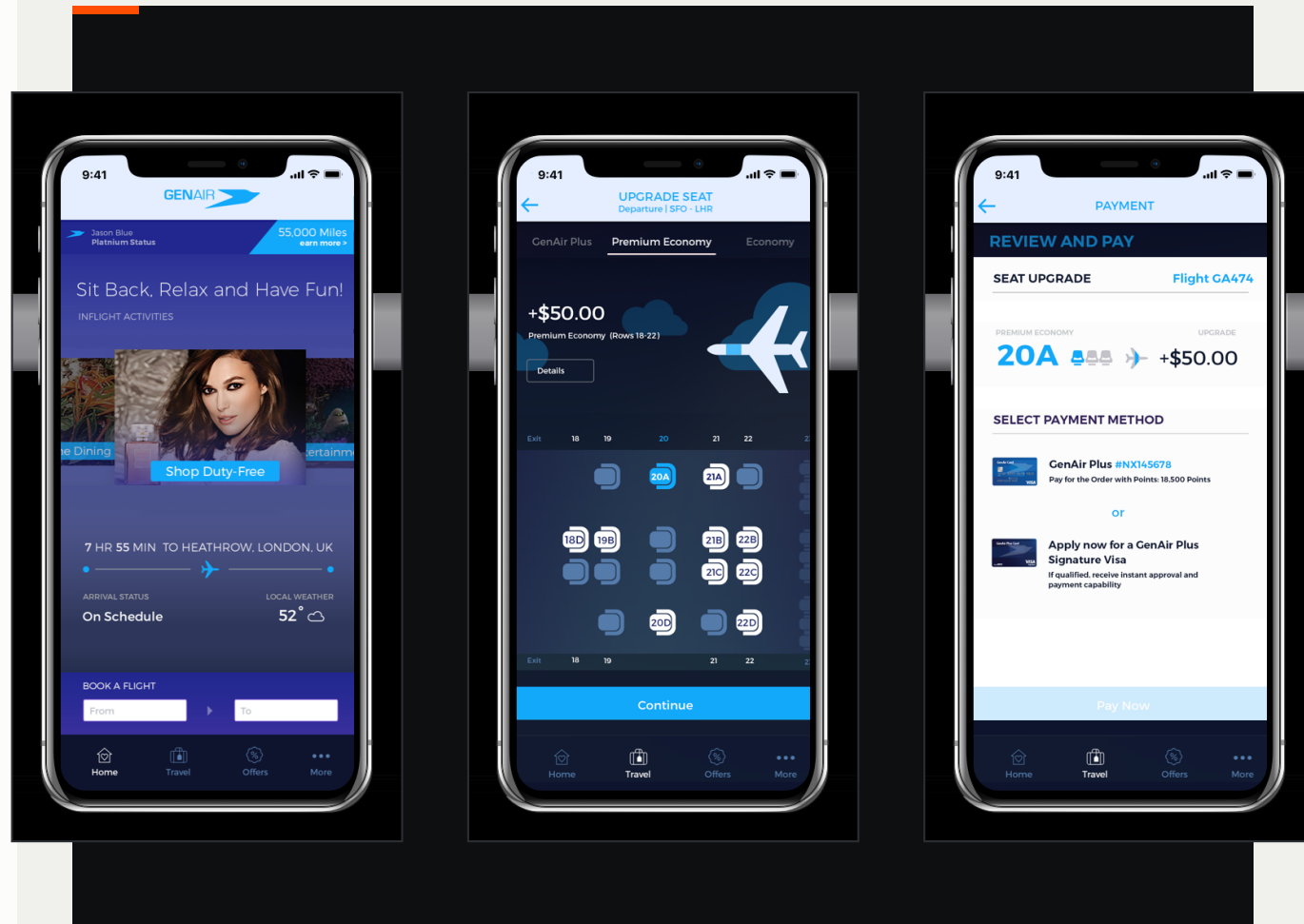
Design Lead & IC, Product Innovation Team

OBJECTIVE

Enhance the card-issuance journey and enable full in-app application for Branded Signature Visa cards, tested with Hilton, SEARS, AIG, and airline partners.

OUTCOMES

- In-flight seat upgrade and payment flow (GenAir)
- Card issuance with instant approval
- Instalment checkout at point of sale
- Storyboards and interactive prototypes drove management review



GENAIR · IN-FLIGHT CARD ISSUANCE & PAYMENTS

Speaker Configuration App & Design System

LOGITECH · NEWARK, CA

ROLE

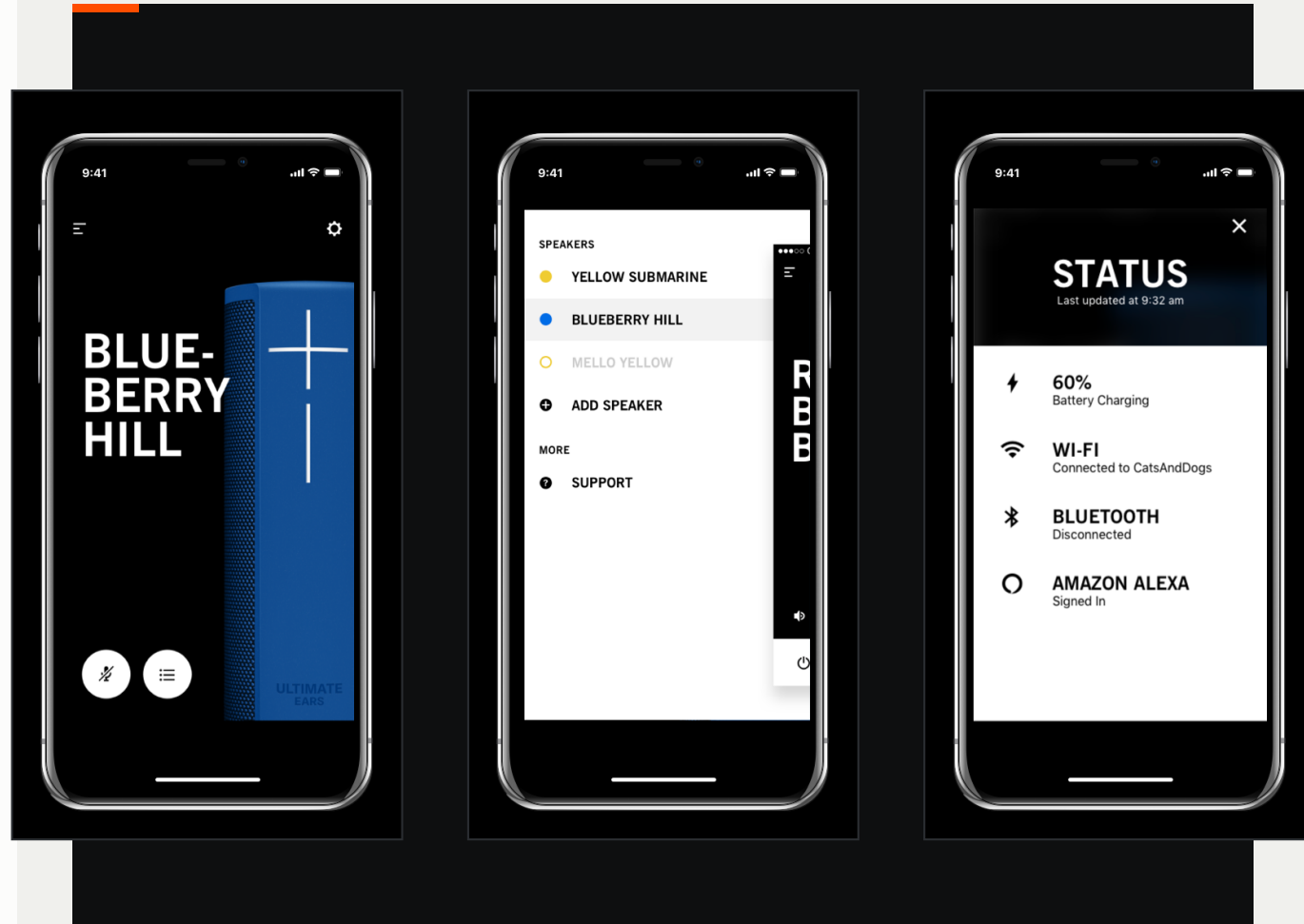
Lead UX / Interaction Designer, IC

OBJECTIVE

Design the mobile applications for the full Ultimate Ears speaker lineup: Wi-Fi and Bluetooth configuration, Alexa provisioning, firmware updates, and group listening.

OUTCOMES

- Android & iOS style guides
- Full app design & specification
- UX research for multi-speaker network switching



UE APP SCREENS · ONBOARDING UI & DESIGN LIBRARY

Rethink Transaction Flows & Money Movement

INTUIT · MOUNTAIN VIEW, CA

ROLE

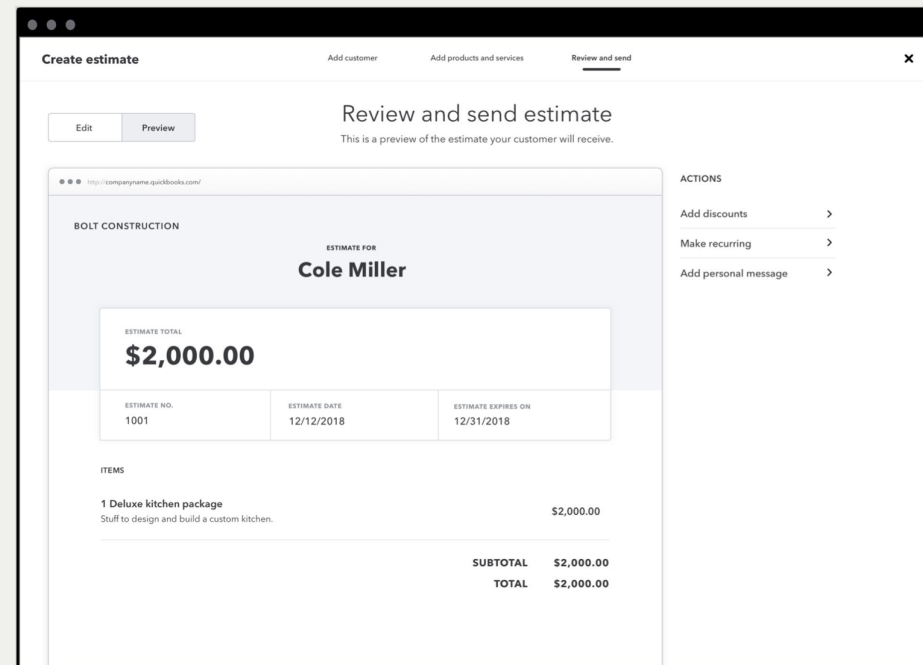
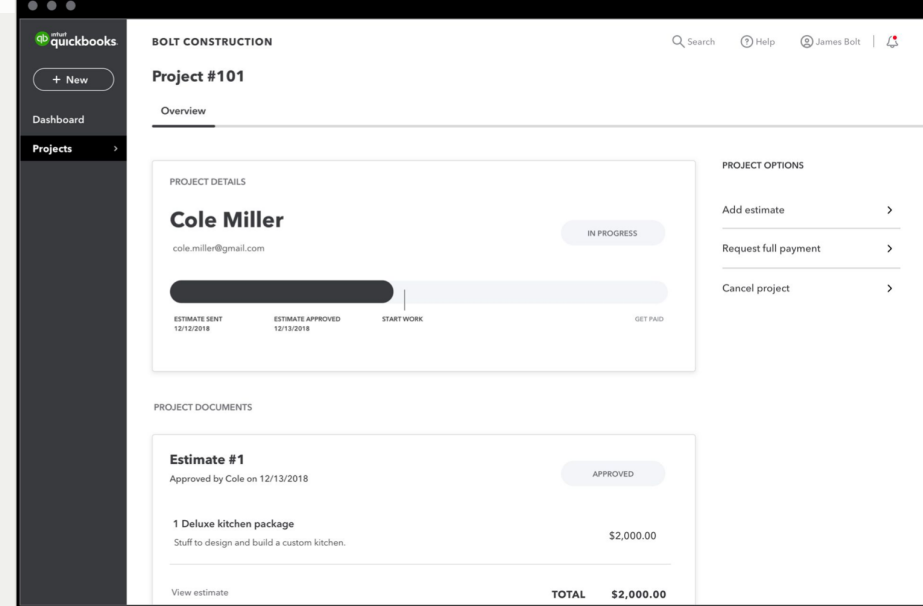
Design Lead & IC

OBJECTIVE

Reimagine the QuickBooks Online transaction landscape: from customer interviews and design-thinking workshops through tested, high-fidelity prototypes ready for engineering.

OUTCOMES

- Cross-functional roadmap defining future transaction workflows
- Tested prototypes shaping the future state of QBO
- Design recommendations adopted into the product roadmap



QUICKBOOKS ONLINE · PROJECTS & ESTIMATE WORKFLOWS

Institutional Platform Suite & Design Organisation

BLACKROCK EII · SAN FRANCISCO, CA

ROLE

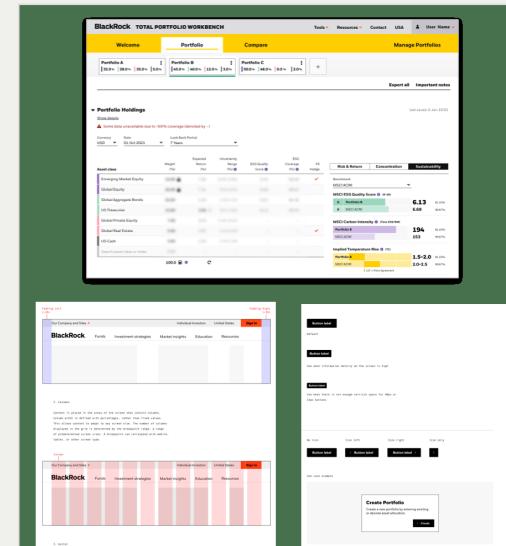
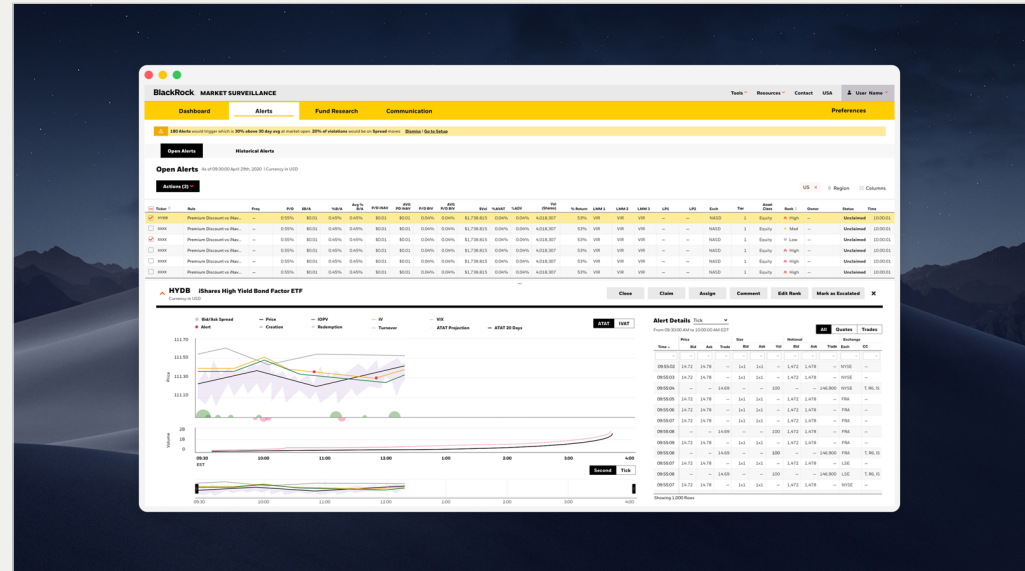
Senior Product Design Director

OBJECTIVE

Build EII's foundational design team from zero while aligning seven institutional investing applications (research, monitoring, index strategy, risk and factor analysis) into one coherent suite.

OUTCOMES

- Design organisation grown from one designer to eight, across three global offices
- Seven mission-critical platforms aligned under the EIIRA suite identity
- Patterns transfer across the suite: analysts never relearn the system
- Design system & governance as the enabling layer: 40% faster time-to-market, supporting \$10B+ AUM products



EII ANALYTICS SUITE · MARKET SURVEILLANCE & SUITE CATALOG

Road Carrier Solution Design

KUEHNE+NAGEL · AMSTERDAM, NL

ROLE

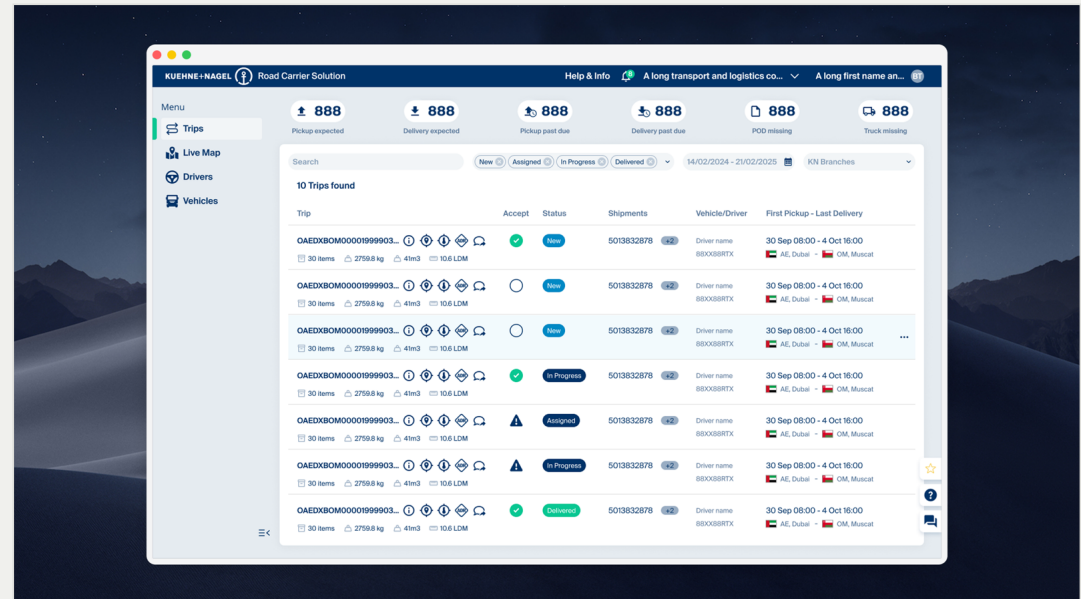
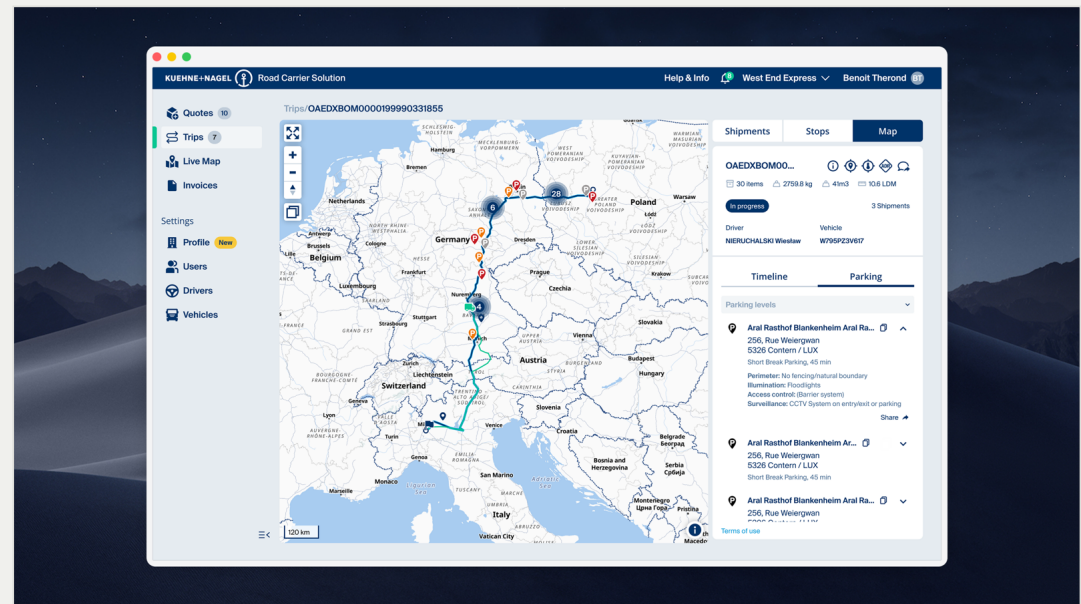
Lead UX Designer, Road Carrier Innovation Unit

OBJECTIVE

Raise design quality and embed design into engineering sprints for the platform running road freight communication for 20,000+ carriers across 100+ countries.

OUTCOMES

- Six feature tracks designed & shipped: WhatsApp integration, EV routing, secure delivery, parking, carrier profile
- RCS style guide and sprint-integrated UX documentation
- Design backlog and roadmap adopted by leadership



ROAD CARRIER SOLUTION · TRIP VIEW & EV ROUTE PLANNING

MindSync AI Brand Intelligence Platform

DISXT / MINDSYNC · AMSTERDAM, NL

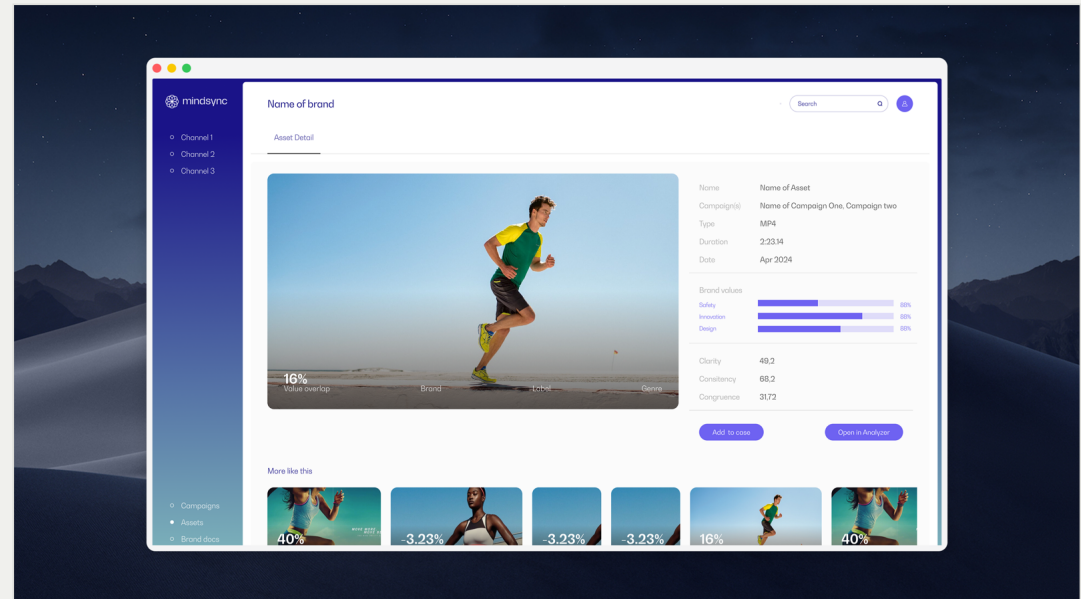
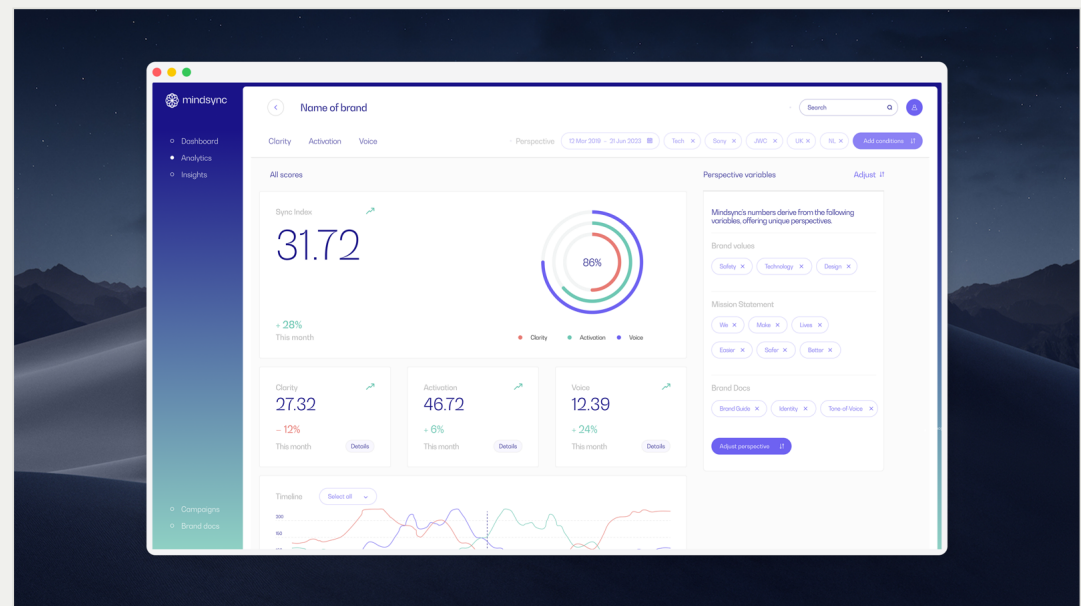
ROLE
UX Consultant

OBJECTIVE

Rebuild the information architecture of an AI brand-intelligence product mid-flight, after the previous designer left: onboarding, dashboard, media library and asset analyzer.

OUTCOMES

- Unified four fragmented product areas into one coherent IA
- Gave engineering a stable UX foundation to ship from
- Full design handoff without delaying the release train



MINDSYNC · DASHBOARD & ASSET ANALYZER

TLM42 Threat Intelligence Platform

GENLAB-STUDIOS · REMOTE

ROLE

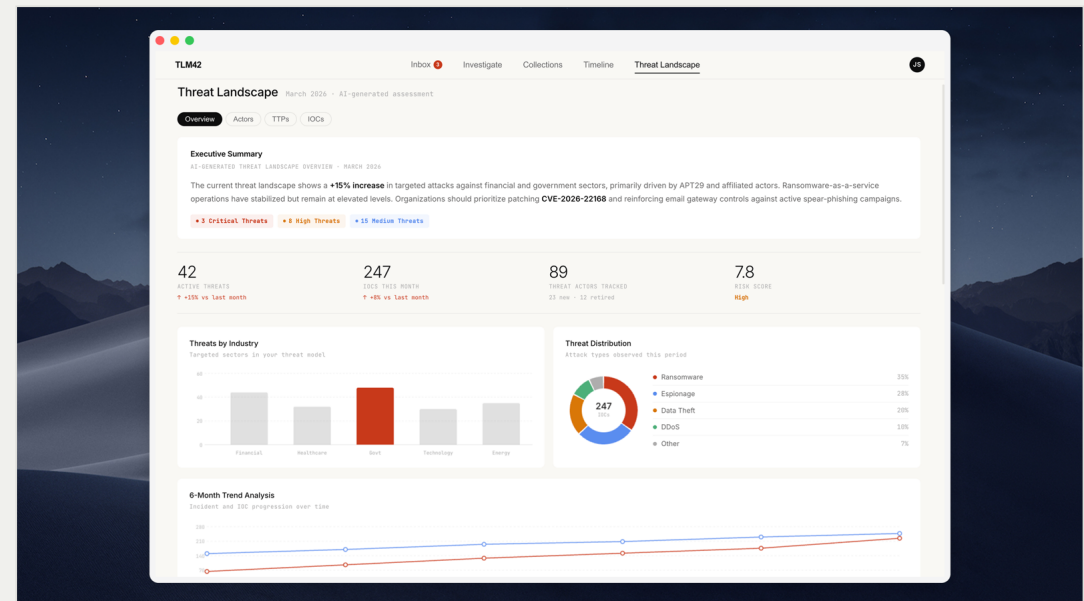
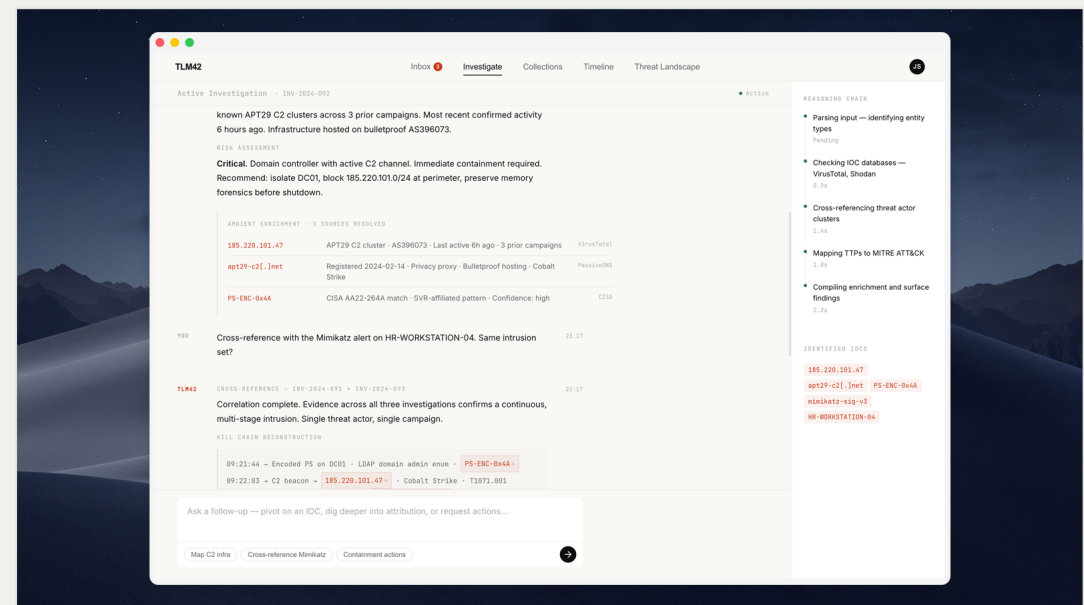
Lead Designer

OBJECTIVE

Design an AI-native threat intelligence platform for SOC and CISO teams: evidence-first investigation with AI reasoning that is always visible, traceable and portable.

OUTCOMES

- Research to live RSA Conference demo in four weeks
- Ten live-prototype iterations (V1–V10) via AI-native toolchain
- Five design principles derived from five-persona research



TLM42 · INVESTIGATION WORKSPACE

Engyon AI Audit Management Platform

ENGYON · ROTTERDAM, NL

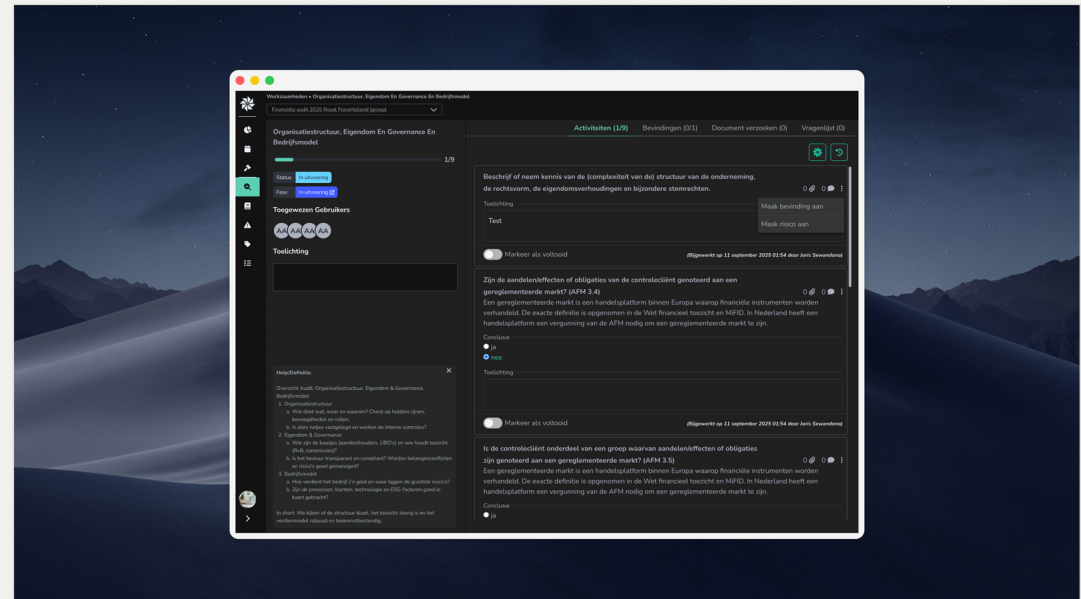
ROLE
UX Consultant

OBJECTIVE

Make an AI-powered audit platform usable for accounting firms: fixing fragmented navigation and replacing a gaming-style dark UI with a professional audit aesthetic.

OUTCOMES

- Progress visibility system across every engagement
- Professional light UI replacing the dark gaming aesthetic
- Navigation model aligned to the audit workflow





Complexity to clarity for startups to Fortune 500s.

Joris I. Sewandono

UX DESIGN DIRECTOR

jorisx@mac.com · [+31 6 24235496](tel:+31624235496) · [linkedin.com/in/jorissewandono](https://www.linkedin.com/in/jorissewandono) · joris.sewandono.com