

Evan Luputra

Senior UX Designer

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SUMMARY

Senior UX designer with 10 years shipping consumer products at scale. As Expedia Group's first dedicated ads designer, I designed every traveler-facing ad unit on Expedia, Hotels.com and Vrbo, and the lodging card, property page and checkout, for \$25M+ in measured revenue impact. I run user research, plan the work, design and prototype in Figma, then partner with PMs and engineers through launch.

EXPERIENCE

Expedia Group, Senior UX Designer

Nov 2020 to Present · Seattle, WA

Usually the solo designer on Ads, Lodging, Landing Pages and Checkout, partnering directly with PMs and engineers.

- Generated **\$13M+ a year** in incremental revenue from a single ad unit by designing native formats that raised click-through and conversion across lines of business.
- Designed all **29 traveler-facing ad units** in 8 families on Expedia, Hotels.com and Vrbo as Expedia Group's first dedicated ads designer, and wrote the ad design rules and accessible Figma ads system behind them, as ad revenue grew from **\$483M in 2023 to \$758M in 2025** (Form 10-K).
- Raised conversion **~2.2% (\$7.8M)** by redesigning and prototyping the lodging native apps on iOS, Android and mobile web; designed the lodging card in search results and the property detail page.
- Led a new lodging design system, the single source of truth now used by **500+ designers**, so search, property page and booking stay consistent end to end.
- Delivered **\$5M** in revenue and beat quarterly BPS targets two quarters running by optimizing checkout: designed the checkout flow and travel insurance add-on, and contributed to hybrid legacy and new checkout pages.
- Shaped the shipped expedia.com homepage redesign as a major contributor, and re-architected landing pages across every line of business with PMs and engineers, aimed at engagement and conversion.

Savicore (Sabu), Co-founder & CPO

Jul 2023 to Present · Seattle, WA

- Reached **20,000 users in 22 days with \$0 ad spend** and raised **\$1.4M** by leading product and design of Sabu, a League of Legends desktop app with voice rooms, live classes and community, grown through partners, coaches and streamers.
- Grew revenue **48%**, click-through 15% and unique visitors 120% in two months by aligning design system, technology and operations with business goals, leading a team of 15+ coaches, engineers, designers and a PM.

Luli, Co-founder & CPO

2026 to Present

- Lead product vision, research and design for lulifitness.com, now in confidential alpha.

Fastwork, UX Designer

Oct 2016 to Nov 2020

Agency serving 30+ banks and tech companies in Southeast Asia and Fortune 500 clients in Singapore, the US and the UK.

- Led 10+ designers and 5+ developers to launch **9 iOS and Android apps**; partners gained **~US\$20M a year**.
- Grew revenue **25%** across 25 US locations for one client and up to **19%** for a grocery app by designing and prototyping their mobile apps with founders and engineers.

Earlier. IterateUX, Co-founder (2021 to 2022): built a UX community of 80+ weekly members. CrowdDoing, UX Designer and Developer (2019 to 2020): redesigned volunteer sign-up for a non-profit.

EDUCATION

University of Washington Tacoma, BA Computer Science, Human-Centered Interaction

2019

DePaul University, Chicago, BA Digital Cinema

2016

Accessibility specialization, Expedia (2022) · UX Design, Interaction Design Foundation (2020)

SKILLS

Practice: User research, analytics, interaction design, prototyping, design systems, accessibility

Tools: Figma, Sketch, Zeplin, Jira, Adobe Animate, Final Cut Pro

Engineering fluency: React, Swift, JavaScript, HTML, CSS, Python

AI: ChatGPT, Claude, Grok, Cursor, Claude Code