Evan Luputra

Product Designer

Seattle, WA · luputrae@gmail.com · evanluputra.com · linkedin.com/in/evan-luputra

SUMMARY

Product designer with 10 years shipping consumer products. As Expedia Group's first dedicated ads designer I designed every traveler-facing ad unit on Expedia, Hotels.com and Vrbo, plus the lodging card, property page and checkout, for $25M+ in measured revenue impact. I lead from the design seat: on ads I'm often the only designer for 5 PMs, so I set direction in Figma and stay with engineers through launch. I teach teammates AI tooling and have led teams of 15+ at Sabu and 10+ at Fastwork.

EXPERIENCE

Expedia Group, Product 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** on Expedia, Hotels.com and Vrbo and wrote Expedia's ad design rules, as ad revenue grew from **$483M a year in 2023 to $758M a year in 2025, up 57%** (Form 10-K).
- Led the Display Ads landing page redesign across web, mobile web and iOS; new standards drove a **53% gain** in operational efficiency across the **23,000** landing pages Expedia creates a year.
- Led ads accessibility to **WCAG 2.2 AA** across Video, Travel and Display Ads; built the first ads Figma library and helped engineers apply design tokens and EGDS in ad creative templates.
- Raised conversion **~2.2% ($7.8M)** by redesigning and prototyping the lodging native apps on iOS, Android and mobile web; designed the lodging card and the property page, where a dateless property page test won a **+1.75%** conversion lift.
- Co-built **Source Views**, a Figma library that mirrors production, so **500+ designers** start from the real product.
- Delivered **$5M** in revenue and beat quarterly BPS targets two quarters running by optimizing checkout; designed the checkout flow and travel insurance add-on.
- Up-skilled teammates on AI-assisted handoff to engineering (Claude, GitHub, shared UI components) and contributed to the EGDS prototype kit.

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.
- Led a team of 15+ coaches, engineers, designers and a PM; grew coaching revenue **48%** in two months by aligning design, technology and operations.

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.

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

Leadership: Mentoring and up-skilling teammates, leading cross-functional teams, building startup teams

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

Engineering and AI: React, Swift, JavaScript, HTML, CSS, Python; Claude, ChatGPT, Grok, Cursor, Claude Code