

# PAULUS TRISNADI

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## PROFESSIONAL EXPERIENCE

**realtor.com**®, a Move, Inc. company | Santa Clara, CA

Principal UX Designer, August 2018–June 2020

Lead UX Designer, June 2014–July 2018

- Modernized realtor.com's Local pages by improving SEO and contextualizing the data with dynamic map, led to an increase in engagement and conversion, and a decrease in the bounce rate
- Redesigned 98% of realtor.com's site by interpolating dynamic content, which boosted unique visitors, page views, and CSAT
- Overhauled property listings to focus on user's primary needs, resulted in a significant increase of engagement, lead, and CSAT
- Partnered with Airbnb, Apartments.com, CoreLogic, Matterport, GreatSchools, and other great partners to augment the experience

**Freelance** | New York, NY and Cupertino, CA

UX Designer and Design Consultant, 2002–2015

- Established startup brands by strategizing their place in the market, crafting logos, and propagating their brand identities
  - Generated and formulated artwork for publishing companies
- CLIENTS:** addappt, skeddo, RGV Capital, Xynergy Lending Group, Trisnadi Capital Partners, McGraw Hill, Bill SMITH STUDIO, ITCI Corporation, Luminerium LLC, Viasur, Boutique Villas

**eHealth, Inc.** | Mountain View, CA

Lead Design Consultant, November 2012–July 2013

- Conceptualized a portal for users to deal with their health care provider, pharmacy, insurance, and Electronic Health Record
- Designed Affordable Care Act center to educate and prepare users for the first Open Enrollment with interactive content
- Co-designed Private Exchange ecosystem for businesses to manage and provide health insurance options to their employees

**Yahoo!, Inc.** | Sunnyvale, CA

Prototyper and Product Designer, November 2004–June 2012

- Led the first Yahoo! Contacts for iOS by leveraging an existing framework; released in record time
- Co-designed Calendar, Notepad, Messenger, Flickr, and Mash (social media) to integrate seamlessly with Yahoo! Mail
- Formalized templates for Yahoo! Mail, Contacts, Calendar, and Notepad to 1000s of feature phones with proprietary technology
- Created a fully functional Mail prototype to test ideas with the team, study its usability, and pitch ideas to the executive team

## EDUCATION

**The University of Texas**

B.S. in Radio-Television-Film

focus: Human-Computer Interaction Design

**The University of Texas**

B.F.A. in Studio Arts

focus: Graphic Design and Sculpture

## SKILLS

**Design –**

Heuristic evaluation

Affinity diagram

Empathy map

Persona

Flow chart

Wireframe

Storyboard

Prototype

**Research –**

Ethnographic research

Interview

Contextual inquiry

Usability testing

Competitive analysis

Comparative analysis

Survey

**Tools –**

Sketch

InVision

proto.io

Keynote

Adobe Creative Cloud

Pen and paper

Or, whiteboard or sticky notes

Coffee

Some HTML5 and CSS 3

**Dentsu America**, formerly DCA Advertising | New York, NY  
Digital Artist, 2003–2004

- Composed photorealistic imagery for advertisements displayed on magazines, posters, packagings, and billboards

CLIENTS: Canon, Toyota, Business Week, J.A. Henckels, 180s, JVC

**ropeSwing, Inc.** | Austin, TX  
Founder, UX Designer, 2001–2002

- Co-authored 57 ideas for the future of user experience on mobile devices for Sprint PCS, collaborating with MONKEYmedia
- Co-created websites for Heritage Title Company of Austin and The Guthrie Lab

**MONKEYmedia, Inc.** | Austin, TX  
Interface Designer, 1997–2001

- Designed a web service for FastTrack Systems, allowing clinical staff to analyze, manage, and contact clinical trial participants
- Modeled tools for hospital staff to manage patients and decide the right treatment based on lab results and patient's condition
- Created 3D content using multivariable data to display content in a multidimensional topic space for U.S. Patent 7689935
- Assembled displays for the three-story TimeTower exhibition for Austin Children's Museum to teach children Texas history
- Designed and coded company's website, which won 8 awards

## SOFT SKILLS

**Leadership development** – Strategized and delegated work based on colleague's skills and availability; conducted synergistic collaborations with PMs, researchers, designers, and developers; ran a worldwide company contest at Yahoo!

**Growth mindset** – Initiated and ran workshops on design, typography, prototyping, and design tools; taught accessibility awareness training; mentored interns and junior designers in design process, communication, and company culture

**Problem solving** – Analyzed site statistics and optimized experience for MONKEYmedia site; initiated and established file management systems at MONKEYmedia and eHealth; co-authored onboarding experience at realtor.com®

## PATENTS

U.S. Patent 6693236 (+3)

User Interface for Simultaneous Management of Owned and Unowned Inventory

U.S. Patent 7668827 (+11)

Display Interface for Navigating Search Results (previously filed as "Poly-Vectoral Reverse Navigation")

U.S. Patent 6433775 (+1)

Virtual Force Feedback

## AWARDS

realtor.com® DemoFest, 3×

realtor.com® Hack Day, 2×

realtor.com® Hackathon

Yahoo! Super Star Awards, 2×

HOW Self-Promotion

NewMedia INVISION

SXSW Interactive

Best Use of Animation

Best Use of Audio

Communication Arts

One Show Interactive

CLIO Awards

Macromedia Shocked Site of the Day