

# EDDIE T. LOU

San Ramon, CA 94582

(510) 610-2828

[resume@edlou.com](mailto:resume@edlou.com)

<http://www.edlou.com>

<https://www.linkedin.com/in/edlou/>

---

Senior UX Director with a proven track record of leading design and engineering teams to deliver key initiatives that enhance user experience and align with company goals. Expert in developing and implementing design systems, fostering cross-functional collaboration, and driving UX strategy. Author of [Design Engineering Handbook](#) published by Design Better, InVision.

## WORK EXPERIENCE

---

### Senior Director, UX

05/2017 to Present

Indeed

San Francisco, CA

- Managed an organization of 126 UX professionals, providing mentorship and fostering a collaborative culture.
- Acted as the Head of the Design Engineering function, bridging the gap between UX and Engineering to deliver a world-class end-to-end user experience.
- Recognized for leadership and expertise in both UX and Engineering and served as a mentor and guide for Design Engineers across Indeed.
- Stabilized the Design Engineering team through organizational reorganization and realignment of priorities.
- Led the Employer Design Engineering leadership team in developing action plans based on the Voices survey to advocate for a more inclusive and diverse team.
- Led the creation and evolution of Indeed's Design System and its transformation into an Experience Platform to ensure product consistency and efficiency.
- Oversaw the delivery of critical Experience Platform initiatives, including theming, semantic tokens, Indeed's new brand rollout, visual uplift, marketing web experience, and expressive system.
- Played a pivotal role in strategic planning, aligning the long-term vision of Experience Platform initiatives with Indeed's corporate strategies.
- Maintained responsibility for the team's budget, ensuring effective resource allocation and management.

### Key Achievements:

- Successfully operated beyond the expectations of a Senior UX Director, contributing to the UX community at Indeed as one of the Senior UX Leaders.
- Guided teams to collaborate with customers across various business units, including Job Seeker, Employer, Business Technology, and Marketing, to assess needs and align on critical initiatives.
- Minimized the impact of organizational changes on team members, enabling them to stay focused on delivering valuable platform capabilities.
- Actively participated in feedback and development processes, leveraging insights from leadership teams to refine the team's vision and strategy.

### Manager, Frontend Engineering

06/2014 to 04/2017

Bigcommerce

San Francisco, CA

- Drove the design patterns and standards initiative.
- Managed the storefront platform re-architecture program.
- Hired, trained, and built the Frontend Engineering team for our new San Francisco office.
- Managed a team of 9 Frontend Engineers between the Sydney and San Francisco offices.
- Introduced the UI Standard strategy and process.
- Worked closely with the Principal Architects to build the UI framework for the next generation of the Bigcommerce theme engine.

### **Director, UI Engineering**

12/2012 to 06/2014

Visa

Foster City, CA

- Managed the UI Engineering teams to support web standards.
- Led the complete rewrite of the V.me destination website within 3 months.
- The first full WCAG 2.0 AA compliance of the Visa Checkout product was released through the rewrite project.
- Improved the V.me site performance by over 60%.
- Introduced the first responsive design website that follows web standards.
- Hired, trained, and built the UI Engineering team of 20+ developers.
- Defined UI development process and integrated the team into our product development cycle.
- Introduced the UI Standard strategy and process.
- Worked closely with the Technical Architects to build the UI framework for the next generation of Visa Checkout.

### **Manager, UI Engineering**

01/2012 to 12/2012

Apollo Group (University of Phoenix)

San Francisco, CA

- Managed a team of 9 UI Engineers for the next-generation online e-learning platform.
- Defined UI development process and integrated the team into our product development cycle.
- Collaborated closely with the technical architects to develop the UI framework that was used as the foundation for development.
- Hired, trained, and built out the new UI Engineering team.
- Drove the e-learning platform's accessibility compliance program.

### **Manager, Frontend Engineering**

08/2011 to 01/2012

Apple, Inc.

Cupertino, CA

- Managed a team of 4 Frontend Engineers for apple.com
- Led the release of several highly visible Apple product launches.
- Responsible for hiring and building out the new Frontend Engineering team.
- Works with cross-functional teams to improve the product launch process.
- Coordinate with the design and production team on resource plan.

### **Staff Web Developer**

09/2006 to 08/2011

PayPal

San Jose, CA

- Led the Consumer Products and Consumer Experience Web Development teams.
- Drove several highly visible programs such as Point of Sale, Compliance, Donation, Deferred Payment, Invoicing, and Student Account.
- Managed the program for the highly anticipated next generation of PayPal core experience.
- Led the upgrade from YUI to jQuery as the corporate standard JavaScript library, introduced a new Ajax framework, and proposed using pipelining to architecture.
- Completed hiring 2 Web Developers in 2009, 6 in 2010, and continued to expand the team by another 11 in 2011.
- Led the effort of developing and instructing new hire training across all Web Development verticals.
- Spearheaded the R&D effort in new technologies for the next generation of PayPal core experience.

- Streamlined development, testing, documentation, and review process for the two Consumer teams.

### **Senior UI Designer**

04/2005 to 09/2006

Robert Half International  
Pleasanton, CA

- Designed and developed the overall interface for the corporate Intranet and various program websites.
- Documented design and style guide for use by Webmasters and Web Application Developers.
- Implemented design and development process and put in place a design guideline focusing on improving user experience.

### **Senior Web Developer / Senior UI Designer**

09/2004 to 03/2005

Cisco Systems, Inc.  
San Jose, CA

- Designed and implemented a corporate website for Partners and Resellers.
- Designed intranet for Worldwide Channels.
- Supported and implemented Cisco's user experience guidelines.
- Implemented Flash module to generate various Executive business metrics.

### **Senior Web Developer / Senior UI Designer**

04/2004 to 09/2004

PrO Unlimited, Inc.  
Burlingame, CA

- Developed the overall interface for the company's application.
- Maintained corporate, intranet, and client's website.
- Developed and maintained all internal applications and designs.
- Designed all corporate demos used by various senior management.

### **Senior UI Designer**

08/2000 to 04/2004

Cisco Systems, Inc.  
San Jose, CA

- Developed an application prototype to conduct usability studies and training to enhance the user experience of the sales applications.
- Designed the user interface of the sales applications based on the prototype.
- Designed and maintained the user interface of the organization's web portal to ensure a consistent look and feel across platforms and browsers.
- Supported the communication team with the design of email and web-based newsletters.
- Improved and enhanced the user experience and ensured various internal web portals' consistent look and feel.
- Led the design for one of the top three most visited internal web portals.
- Led the web development team in completing several migration projects.
- Designed various web applications to simplify the process of scheduling executive briefings.

### **Web Developer Project Consultant II**

01/2000 to 08/2000

JWAY Group, Inc.  
San Jose, CA

- Project managed consultant I with the responsibility of client relations/expectations and the development of web projects.
- Interacted with clients to design and implement on clients' websites. Such a process would include project planning, creating mock-ups, and the actual coding of the site.
- Designed the user interface of the client's sites, focusing on branding, site usability, overall consistency, and user experience improvement.
- Mentored new employees by preparing project briefs, documentation, and presentations.

- Acted as a lead for the UI and Multimedia team to generate graphic artwork for use by the web team and make final approval on all design projects.

### **Internet Marketing Specialist**

05/1999 to 01/2000

Arsys Innotech, Inc.

Fremont, CA

- Designed and maintained corporate public and intranet sites focusing on user experience.
- Coordinated and designed sales and marketing materials, such as advertising collateral, promotional programs, and newsletters.
- Designed and approved all graphic artwork used in advertisements, websites, and brochures.
- Interacted closely with the Director of Marketing to set a standard and build the corporate branding strategy.

### **Lead Web / Graphic Designer**

02/1997 to 03/1999

Empac International, Corp.

Fremont, CA

- Designed and maintained the corporate and subsidiary's external and internal websites.
- Designed graphics and animations for use in both printed material and websites.
- Mentored associate web designers by providing assistance and training according to their skill level.
- Distributed work to team members accordingly.

### **Web Designer**

07/1995 to 01/1997

Dynatron, Corp.

Fremont, CA

- Assisted in setting up the first corporate website by researching various technologies.
- Designed mockups of the site for review and approval.
- Designed and maintained the corporate website.

## **SKILLS**

---

UX Strategy and Leadership - 10+ years

Design Systems Design and Development - 10+ years

Cross-Functional Collaboration - 10+ years

Team Management and Mentorship - 10+ years

Strategic Planning and Execution - 10+ years

Budget Management - 7 years

Accessibility - 10+ years

## **EDUCATION**

---

### **Devry University**

Computer Information Systems

Fremont, CA

09/2002 to 06/2005