

# EDDIE T. LOU

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Senior UX Leader with over 25 years of experience and 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.

## CORE COMPETENCIES

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UX Thought Leadership  
UX Strategy Development  
Design System Implementation  
Cross-Functional Collaboration and Influence  
Process Optimization and Improvement  
Innovation in Creative and Technology Solutions  
Team Management and Mentorship  
Staffing and Resource Prioritization  
Budget Planning and Management

## PROFESSIONAL EXPERIENCE

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**Indeed**, San Francisco, CA  
**Senior Director, UX**

May 2017 - Present

Led an organization of 126 UX professionals, integrating UX and Engineering to deliver a world-class end-to-end experience.

- Spearheaded the introduction of Indeed's design system, transforming and modernizing the design, user experience, and technology across all user touchpoints.
- Directed the Design Engineering function, fostering innovation, quality, and efficiency at scale.
- Mentored and guided Design Engineers across Indeed, recognized for expertise and leadership in both UX and Engineering disciplines.
- Stabilized the Experience Platform and Design Engineering team through strategic organizational restructuring and priority alignment.
- Orchestrated the Employer Design Engineering leadership team to achieve top Voices survey results for multiple quarters, enhancing team inclusivity and diversity.
- Led the evolution of Indeed's Design System into an Experience Platform, ensuring cohesive product experiences and operational efficiency.
- Oversaw pivotal Experience Platform initiatives, driving significant revenue growth through UX-led innovations.
- Influenced Senior Leadership Team with strategic advocacy, aligning long-term Experience Platform initiatives with corporate goals.
- Managed team budget, optimizing resource allocation and financial stewardship.

- Championed the UX community at Indeed as part of the core Senior UX Leadership team, fostering collaboration and knowledge sharing.
- Guided cross-functional teams across Job Seeker, Employer, Business Technology, and Marketing units to align on critical initiatives and user-centric solutions.
- Mitigated organizational changes' impact on team performance, maintaining focus on delivering impactful platform capabilities.
- Facilitated feedback and development processes, refining team vision and strategy based on leadership insights.

**BigCommerce, San Francisco, CA**  
**Manager, Frontend Engineering**

June 2014 - April 2017

Built and led a team of 9 Frontend Engineers, driving transformation and modernization of BigCommerce's storefront platform.

- Established design patterns and standards, laying the groundwork for a new generation of BigCommerce's storefront platform.
- Managed end-to-end initiative for storefront platform re-architecture, from ideation to successful delivery.
- Recruited, trained, and developed the Frontend Engineering team for BigCommerce's San Francisco office.
- Fostered collaboration across Sydney and San Francisco offices, ensuring seamless integration of Frontend Engineering efforts.
- Introduced UI standard strategies, enhancing efficiency in design and development processes.
- Collaborated closely with Principal Architects to architect UI framework for the next-gen BigCommerce theme engine, now powering all storefronts.

**Visa, Foster City, CA**  
**Director, UI Engineering**

December 2012 - June 2014

Led a team of over 20 UI Engineers, delivering the next generation of Visa Checkout with adherence to web and accessibility (a11y) standards.

- Ensured UI Engineering teams' compliance with industry web standards, enhancing Visa Checkout's online presence.
- Directed complete rewrite of Visa Checkout destination website within three months to align with rebranding efforts.
- Achieved full WCAG 2.0 AA compliance for Visa Checkout, enhancing accessibility for all users.
- Implemented site performance enhancements, improving Visa Checkout's speed and usability by 60%.
- Pioneered responsive design implementation, providing seamless user experiences across all devices.
- Defined and integrated UI development processes within Visa's product development cycle.
- Spearheaded UI Standard strategy and processes, ensuring consistent and high-quality user interfaces.
- Collaborated with Technical Architects to develop UI frameworks for next-generation Visa Checkout solutions.

**Apollo Group (University of Phoenix), San Francisco, CA**  
**Manager, UI Engineering**

January 2012 - December 2012

Built and led a team of 9 UI Engineers, conceptualizing and developing next-generation online e-learning platforms.

- Recruited, trained, and expanded UI Engineering team, driving innovation in educational technology.
- Established robust UI development processes, integrating seamlessly with product development cycles.
- Collaborated with technical architects to architect UI frameworks, providing scalable solutions for educational platforms.
- Directed accessibility initiatives, achieving WCAG 2.0 AA compliance for e-learning platforms.
- Partnered with UX team to prototype and validate high-fidelity designs, advancing white-label product platform feasibility.

**Apple, Cupertino, CA**  
**Manager, Frontend Engineering**

August 2011 - January 2012

Managed a team of 4 Frontend Engineers, supporting apple.com home and top-level pages.

- Directed delivery of apple.com homepage and critical product pages for high-profile Apple product launches. Ensured all launches were executed flawlessly, meeting Apple's high standards for quality and user experience.
- Led hiring and expansion of Frontend Engineering team, ensuring high-quality design delivery for apple.com's flagship pages.
- Collaborated with design, engineering, production, and QA teams to optimize product launch processes through effective communication and teamwork.
- Coordinated resource planning with design and production teams, ensuring adherence to critical project timelines.
- Monitored project progress and resource allocation, making adjustments as necessary to stay on track with critical timelines.

## ADDITIONAL EXPERIENCE

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### **PayPal**, San Jose, CA **Staff Web Developer**

Led the Consumer Products and Consumer Experience Web Development teams, successfully delivering critical new product investments that enhanced the overall consumer journey, improved user satisfaction, and drove significant growth in product adoption and engagement.

### **Robert Half International**, Pleasanton, CA **Senior UI Designer**

Conducted extensive user research to design and develop a modern, powerful corporate intranet, significantly enhancing internal communications and workflow efficiency, and supporting thousands of employees across hundreds of offices nationwide.

### **Cisco**, San Jose, CA **Senior Web Developer / Senior UI Designer**

Prototyped and conducted usability studies for executive briefing center applications, and subsequently updated internal UI portals to ensure consistent and seamless user experiences across all platforms.