



Eddie Lou

Portfolio

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



ABOUT EDDIE

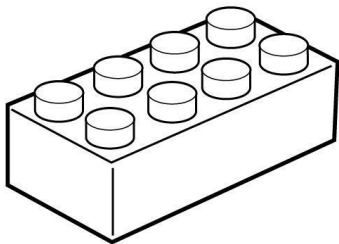
Seasoned UX and Engineering Leader with a proven track record of **leading, scaling, and maturing design and engineering** organization to deliver world-class user experiences, exemplify engineering excellence and align with company goals. Expert in developing and implementing **design systems**, fostering **cross-functional collaboration**, and defining **UX strategy**.

Author of [Design Engineering Handbook](#) published by Design Better, InVision.

My Roles @Indeed

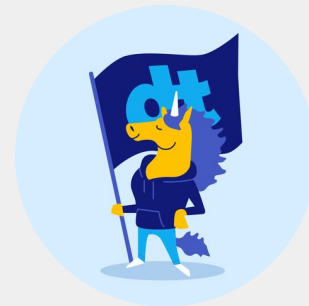


Eddie Lou



User Experience Experience Platform Team Senior UX Director

Help Indeed deliver a **world-class** end-to-end user experience with a focus on **consistency**, **scale**, and **efficiency**.



Design Engineering Functional Leader Head of Design Engineering

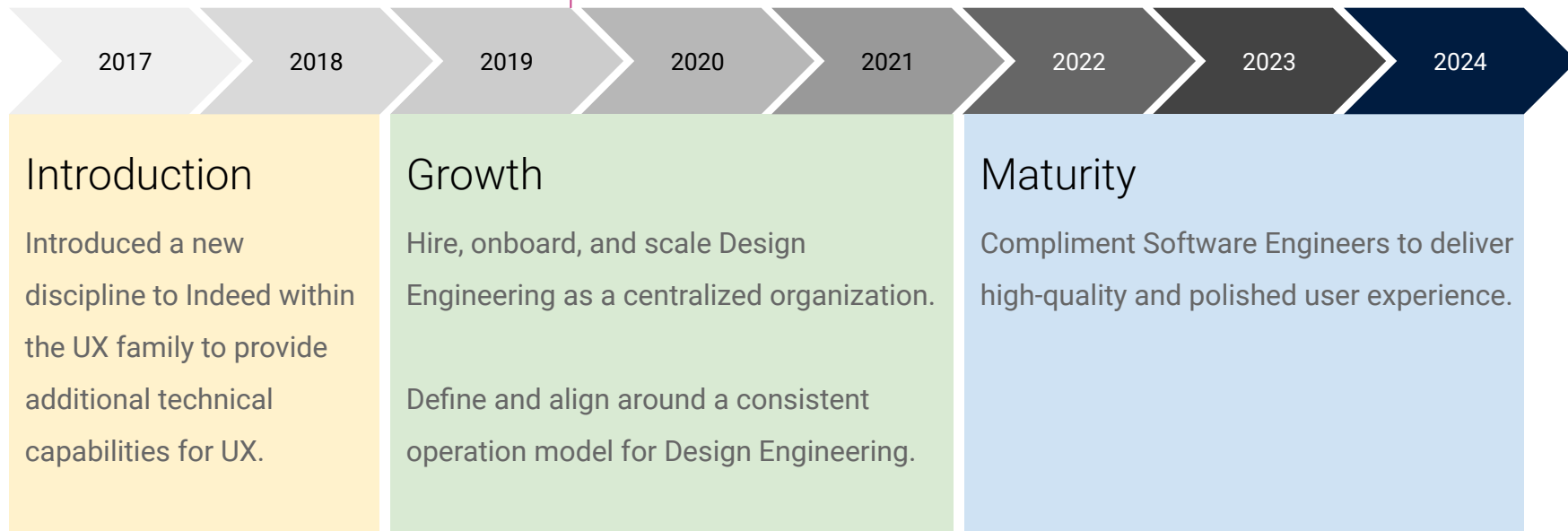
Help Indeed deliver an improved user experience in **production** by defining **UI development** best practices that **bridge** the UX and Engineering organizations.

Role #1

Design Engineering

Role #1: Design Engineering

Indeed transitioned to GM model



Design Engineering

01

Accessibility Compliance

Compliance with Indeed's accessibility standards remains a critical legal requirement and delivers on Indeed's commitment to Disability Inclusion and Accessibility.

- Ongoing accessibility audits
- A11y remediation (Indeed-wide)
- A11y prevention through improved automation tooling and coverage

02

High-Quality E2E Experiences

Delivering high-quality product experiences that build trust and raise the bar.

- Fix Broken Experiences remediation
- Expand UX reviews/QA processes
- Regular internal product quality audits
- Expand qualitative research and discovery through prototyping

03

Elevate UI Capabilities

Enable and empower product teams to leverage the latest Experience Platform and Employer Patterns & Standards.

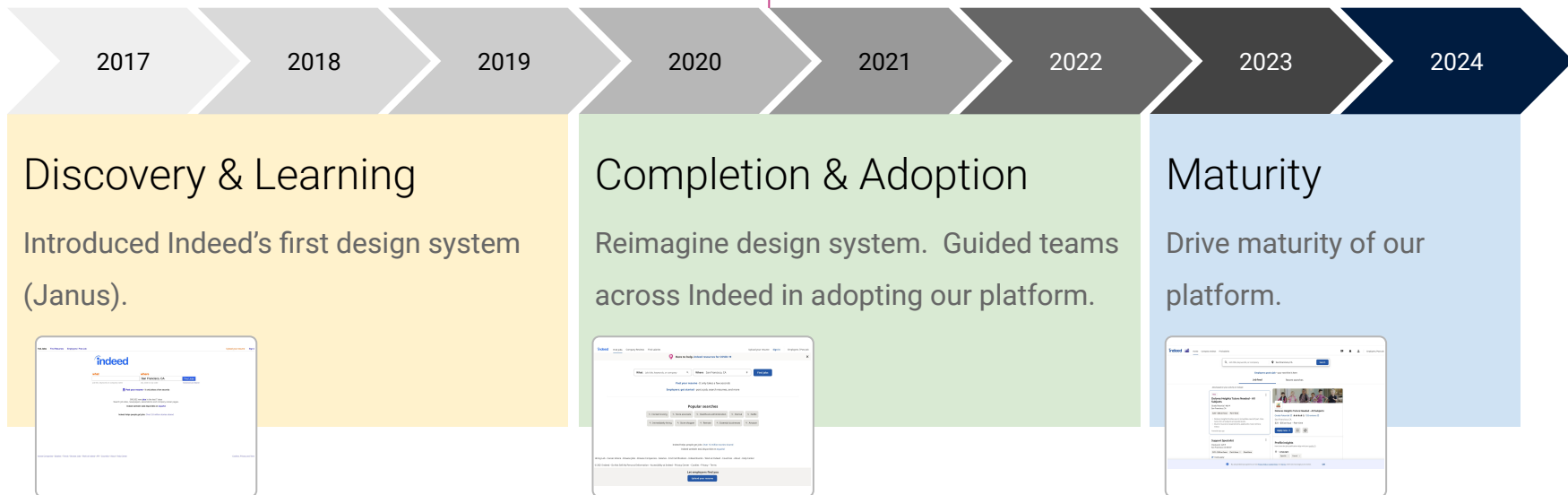
- Adoption of Experience Platform
- Polish and iterate the Visual Uplift theme at the product level
- Employer patterns & standards

Role #2

Experience Platform

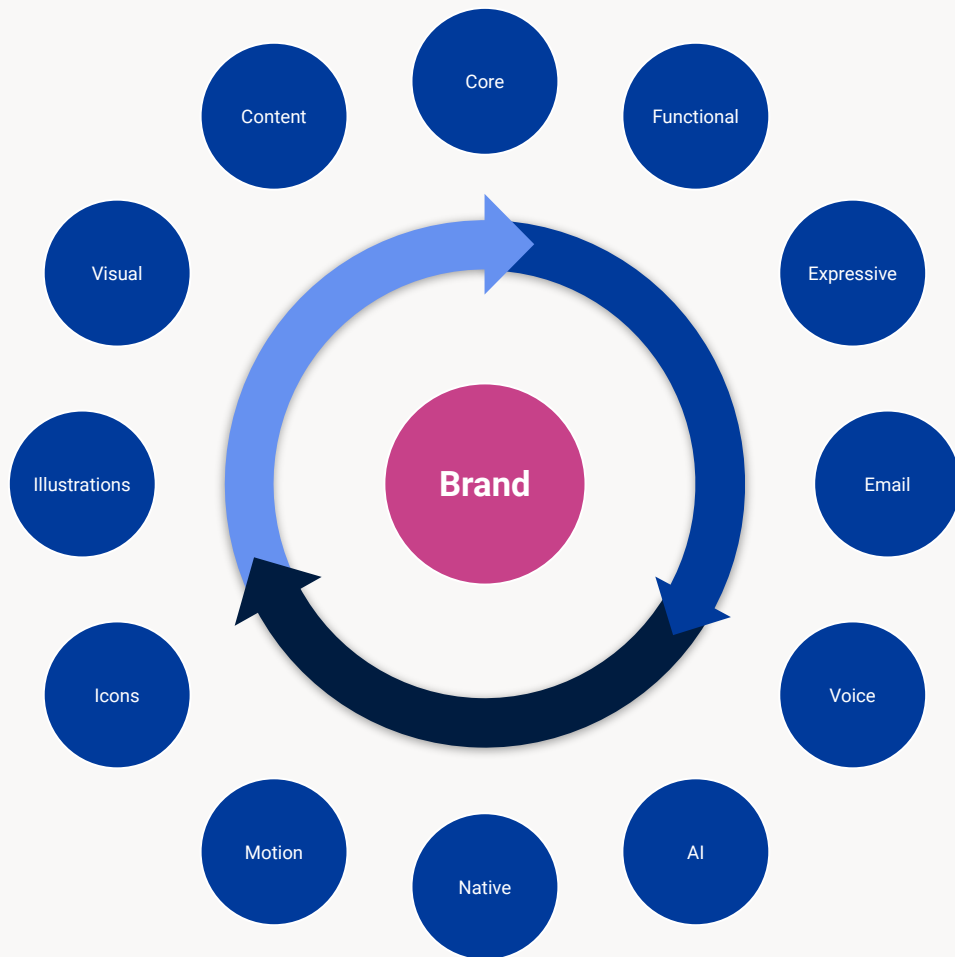
Role #2: Experience Platform

Indeed launched the new brand



Experience Platform **Architecture**

- Consistent
- Extensible
- Flexible
- Scalable



2023 by the numbers

308

Semantic tokens
added to the Indeed
Experience Platform

26

Articles published to
Indeed.design

46

Components added to
the Expressive System

270

Variants introduced to
Expressive System

171

Experience Platform
customer support
tickets resolved

239

Icons added to the
Indeed Experience
Platform

118

Illustrations added to
the Visual System

16

Guided support
initiatives completed

26

Email components
added to the Email
System

1128

Indeedians attended
the 2023 Indeed
Experience Platform
Conference

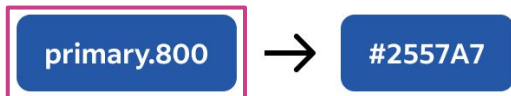
02-1

Semantic Tokens

- 01. **Semantic Tokens**
- 02. **Indeed Sans**
- 03. **Efficiency**
- 04. **Expressive System**
- 05. **Visual Uplift**
- 06. **Guided Support**

1 Global Tokens

The first layer of abstraction. They represent a coded value directly.

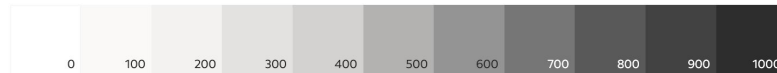


2 Semantic Tokens

The second layer of abstraction. They represent a global token.



Neutral



Primary

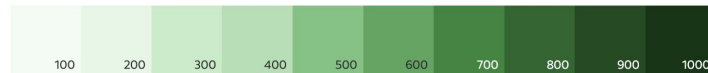


Expanded colors

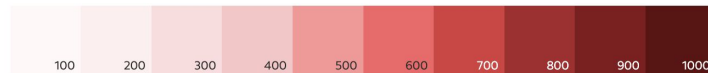
Info



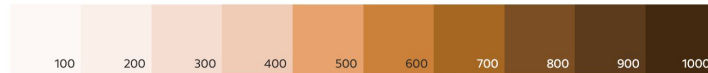
Success



Alert



Warning

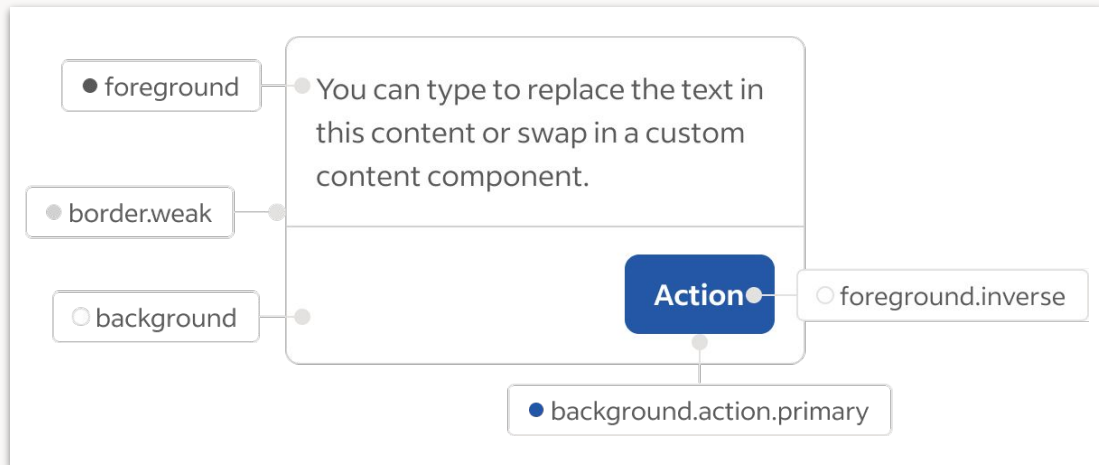


Semantic Tokens

The visual properties and functional characteristics of a component.

Global token

Semantic token



Benefits of Semantic Tokens

- Theming
- Scalability
- Consistency

Semantic tokens

Background



Background Action



Background Status



Foreground



Foreground Action



Foreground Status



Border



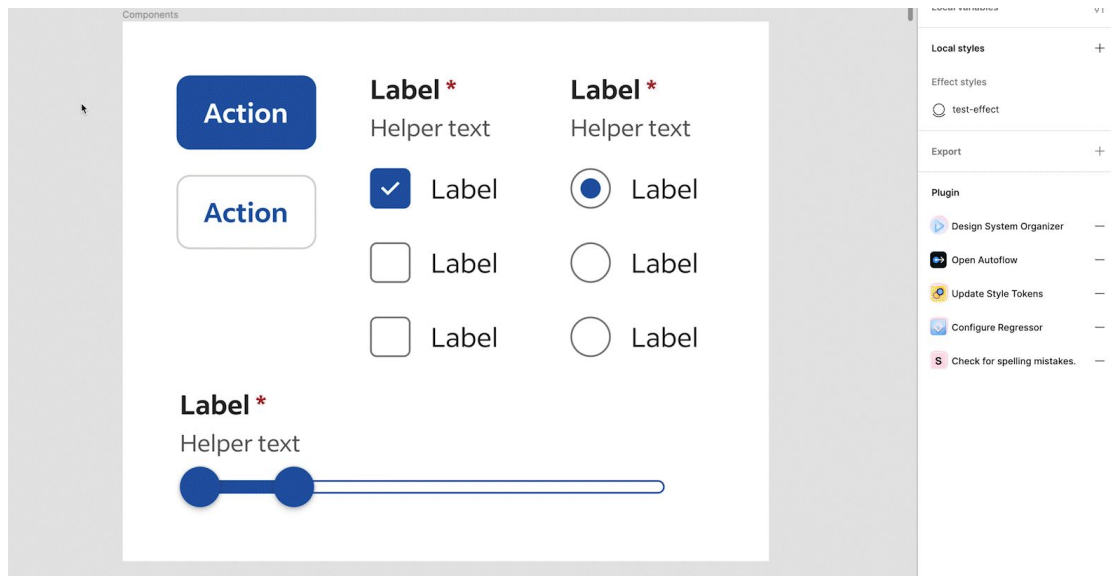
Border Action



Border Status

Semantic Tokens

Demonstrating how simple it is to switch themes in Figma. Apply changes to **thousands of design files with a few simple clicks.**



02-2

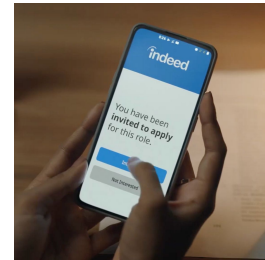
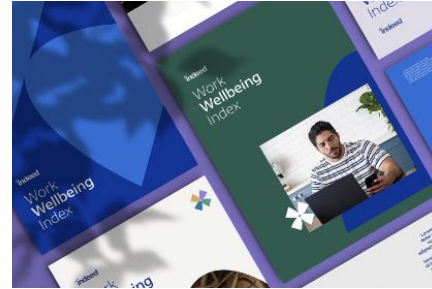
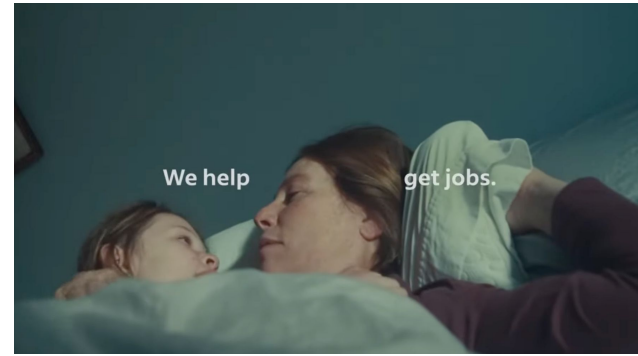
Indeed Sans

- 01. Semantic Tokens
- 02. **Indeed Sans**
- 03. Efficiency
- 04. Expressive System
- 05. Visual Uplift
- 06. Guided Support

We help
people
get jobs.

Indeed Sans was introduced as a part of Indeed's public **Brand Identity** rollout.

[Super Bowl TV spot in 2021](#)



Designed for **Scale**

Indeed Sans supports **136 languages** covering all Latin-based scripts.

Indeed Sans

LIGHT 200

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$\$%^&*()_?Ø'?.}

REG 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$\$%^&*()_?Ø'?.}

MED 600

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$\$%^&*()_?Ø'?.}

BOLD 800

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$\$%^&*()_?Ø'?.}



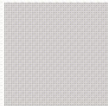
X BOLD 1000

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$\$%^&*()_?Ø'?.}

Visual Sophistication Without Breaking Existing UX/UI.

No alignment issues, word wrapping, sizing, or spacing problems occurred during testing.







new


Community Associate


Deloitte 3.1 ★

Austin, TX

 **\$50 an hour** ✓

 **Full-time**

 **32 minutes**

 **Monday to Friday**


Additional job details


Primary Care

Medical-Surgical

Critical & Intensive Care

Hematology

 Easily apply

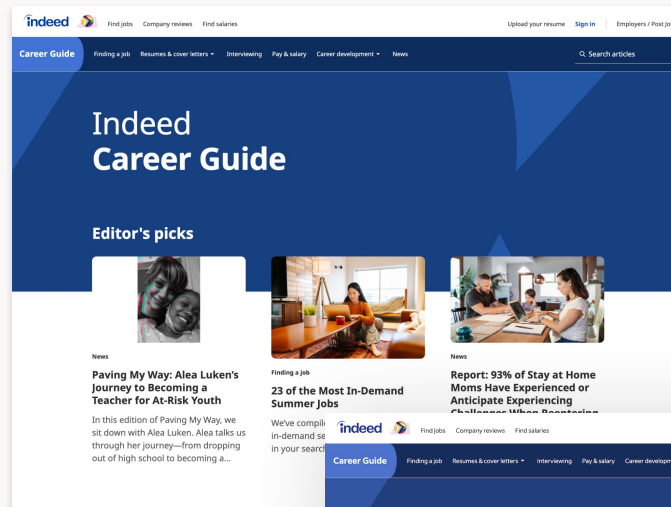
 Responsive employer

Posted 2 days ago

Technical Improvements

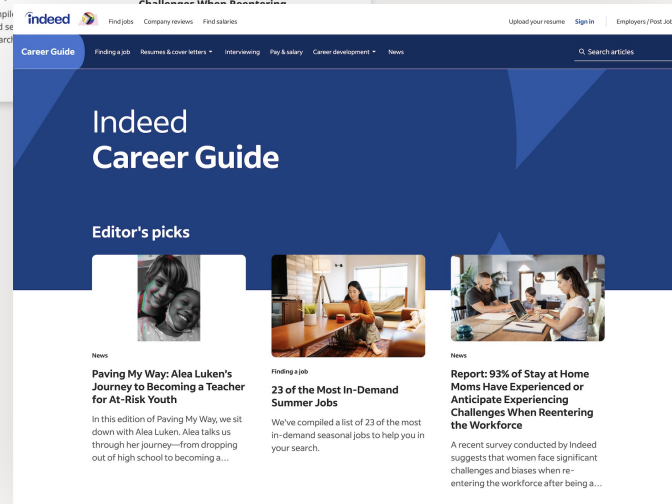
A single font file of the variable font family **improved site speed performance**.

Total file size decreased from ~35kb to 25kb.



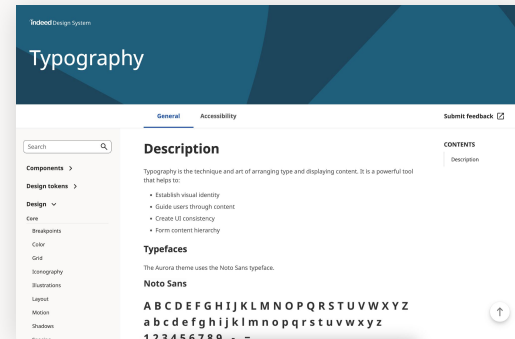
← Noto Sans

Indeed Sans →



Final Results

\$120 million increase in annualized revenue.



02-3

Efficiency

- 01. Semantic Tokens
- 02. Indeed Sans
- 03. **Efficiency**
- 04. Expressive System
- 05. Visual Uplift
- 06. Guided Support

Methodology

A timed test is used to deliver the provided mockup with/without leveraging the experience platform.

- 16 Designers / 14 Developers
- Assessed on multiple quality metrics

(Heading) Create an employer account

(Text) You haven't posted a job before, so you'll need to create an employer account.

(Text link) [Not here to post a job?](#)

Your company's name *

Your company's number of employees *

Select an option ▼

Your first and last name *

Your phone number
For account management communication. Not visible to job seekers.

Continue ->

Illustration goes here

Create an employer account

You haven't posted a job before, so you'll need to create an employer account.

[Not here to post a job?](#)

Your company's name *

Placeholder text

Your company's number of employees *

Helper text

Select an option ▼

Your first and last name *


Placeholder text

Your phone number
For account management communication. Not visible to job seekers.

Placeholder text

☐ By clicking this box and providing your telephone number, you agree to receive marketing and information calls and texts from Indeed (including prerecorded or artificial voice messages and autodialed calls and texts) at the telephone or wireless number provided. Your agreement to this is not required to obtain any product or service.

Continue →



Test **Results**

Designers

6.8x

more efficient

Developers

2.8x

more efficient

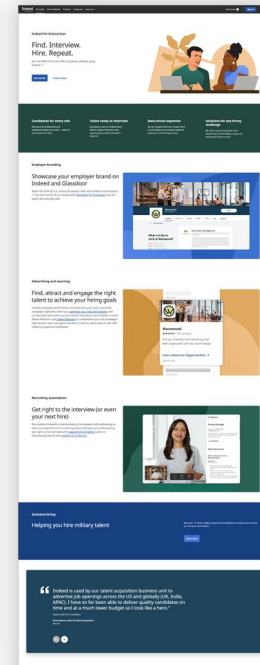
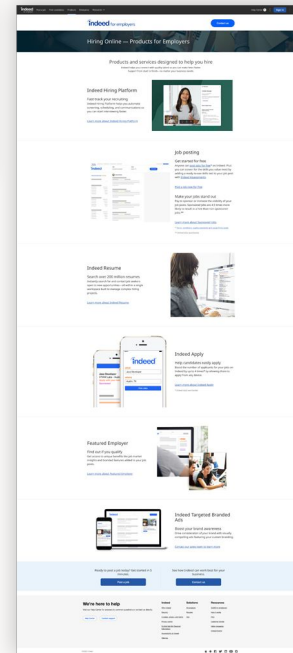
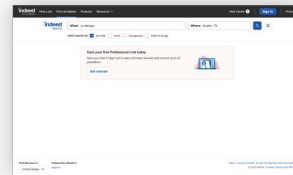
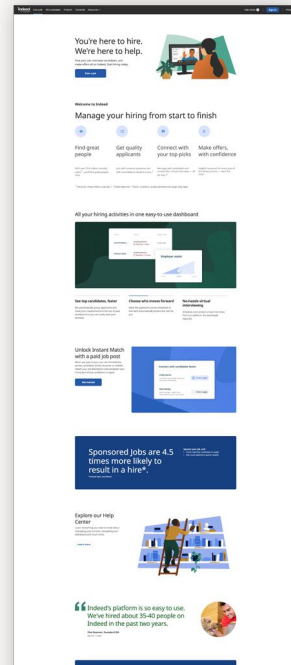
02-4

Expressive System

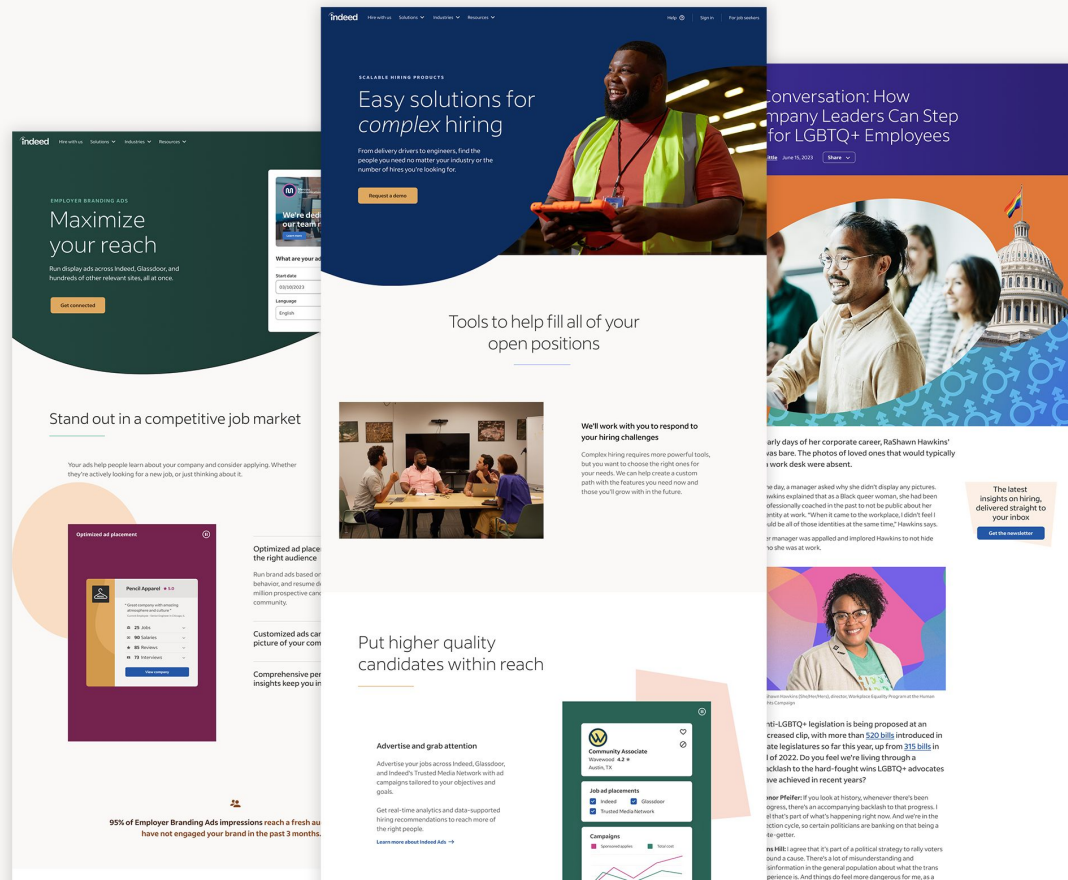
- 01. Semantic Tokens
- 02. Indeed Sans
- 03. Efficiency
- 04. **Expressive System**
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Legacy Product Marketing Design

Inherited State



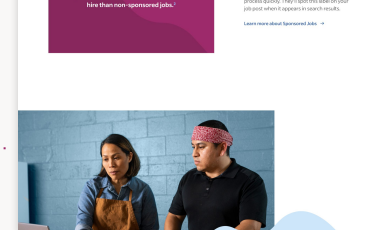
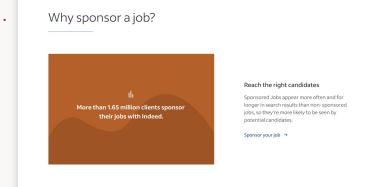
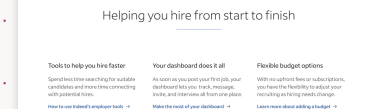
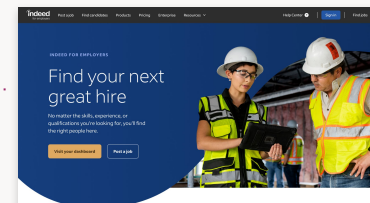
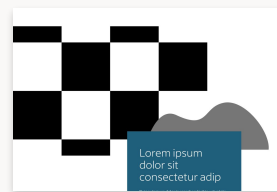
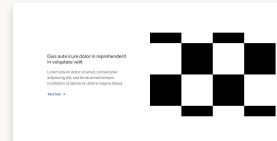
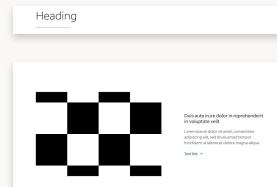
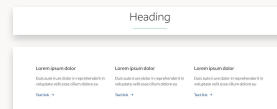
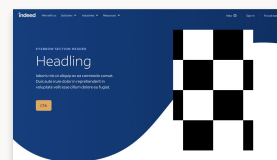
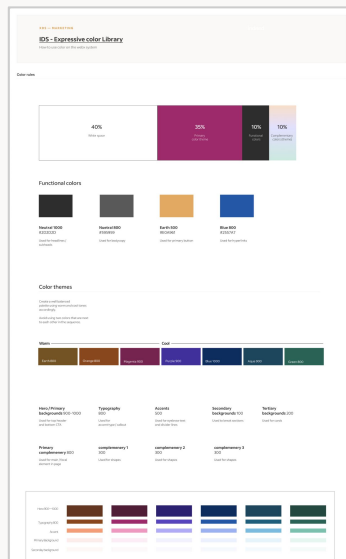
Test and introduce the Visual Uplift design elements.



Expressive System

Extension of Indeed's Brand that **compliments** the Experience Platform.

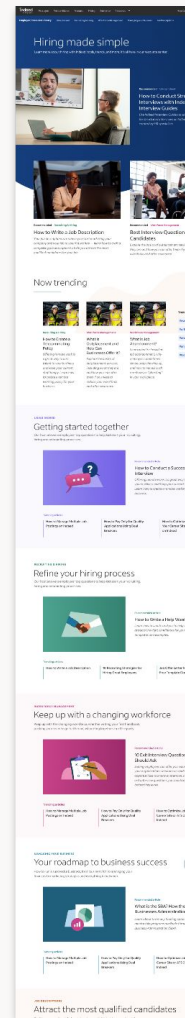
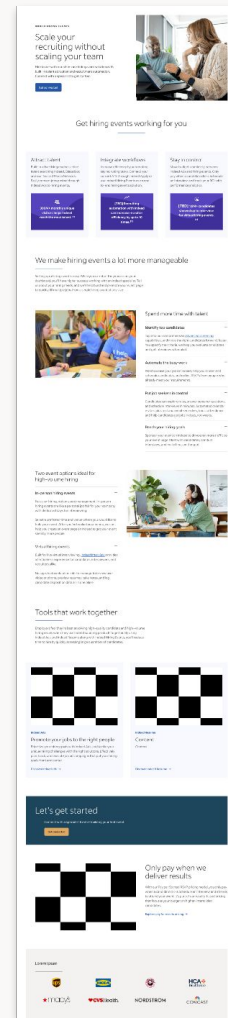
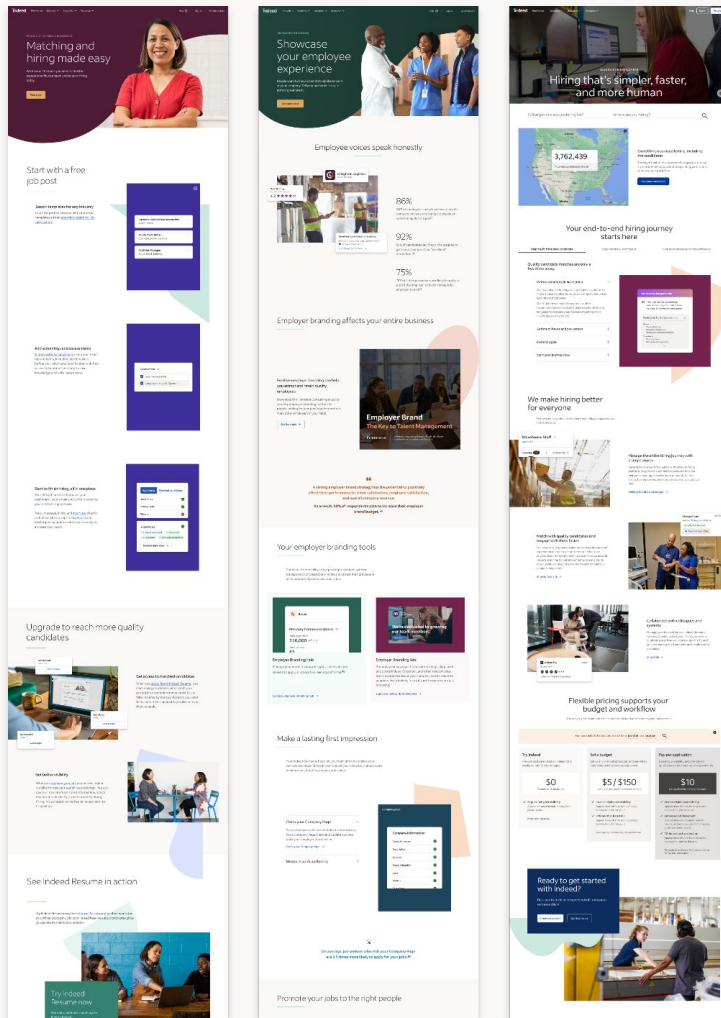
- Incorporates the new Marketing design direction
- Application of the **expressive** design language.



Uplifted Employer Experience

Delivered the uplifted visual experience
by leveraging the Expressive System.

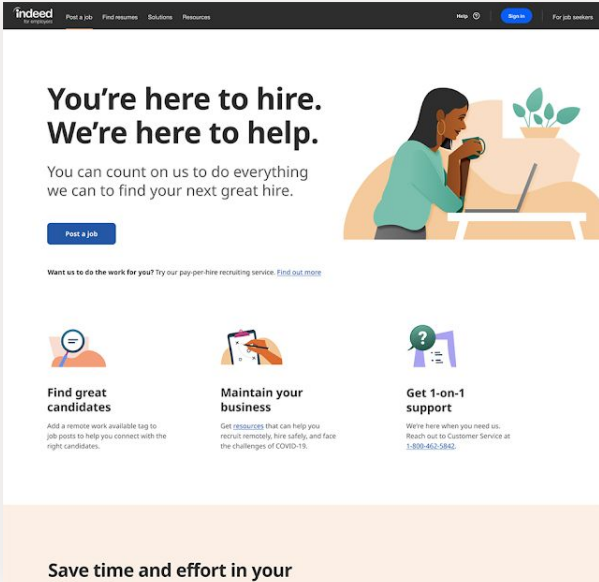
- 14 critical product pages
- Over 23,000 articles



Connecting Brand, Content, and Design

Building continuity between marketing and product, humanizing our brand with photography and color, and supporting content comprehension and the user experience.

Legacy



The legacy Indeed homepage features a dark header with navigation links: Post a job, Find resumes, Solutions, Resources, Help, Sign in, and For job seekers. The main headline reads "You're here to hire. We're here to help." followed by the subtext "You can count on us to do everything we can to find your next great hire." and a "Post a job" button. Below this is a banner image of a woman on a laptop. A section titled "Want us to do the work for you?" promotes their pay-per-hire service. The footer contains three icons and text blocks: "Find great candidates" (remote work), "Maintain your business" (COVID-19), and "Get 1-on-1 support" (customer service).

You're here to hire. We're here to help.

You can count on us to do everything we can to find your next great hire.

[Post a job](#)

Want us to do the work for you? Try our pay-per-hire recruiting service. [Find out more](#)

Find great candidates

Add a remote work available tag to job posts to help you connect with the right candidates.

Maintain your business

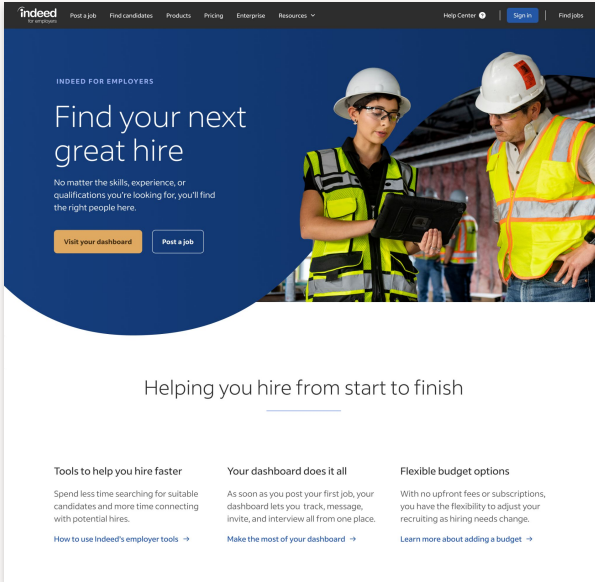
Get COVID-19 tips that can help you recruit remotely, hire safely, and face the challenges of COVID-19.

Get 1-on-1 support

We're here when you need us. Reach out to Customer Service at 1-800-463-5842.

Save time and effort in your

Phase 1



The Phase 1 redesign features a dark blue header with navigation links: Post a job, Find candidates, Products, Pricing, Enterprise, Resources, Help Center, Sign in, and Find jobs. The main headline reads "Find your next great hire" with the subtext "No matter the skills, experience, or qualifications you're looking for, you'll find the right people here." and buttons for "Visit your dashboard" and "Post a job". Below this is a large image of two construction workers. The footer contains three columns of text: "Tools to help you hire faster", "Your dashboard does it all", and "Flexible budget options".

Find your next great hire

No matter the skills, experience, or qualifications you're looking for, you'll find the right people here.

[Visit your dashboard](#) [Post a job](#)

Helping you hire from start to finish

Tools to help you hire faster

Spend less time searching for suitable candidates and more time connecting with potential hires.

[How to use Indeed's employer tools](#) →

Your dashboard does it all

As soon as you post your first job, your dashboard lets you track, message, invite, and interview all from one place.

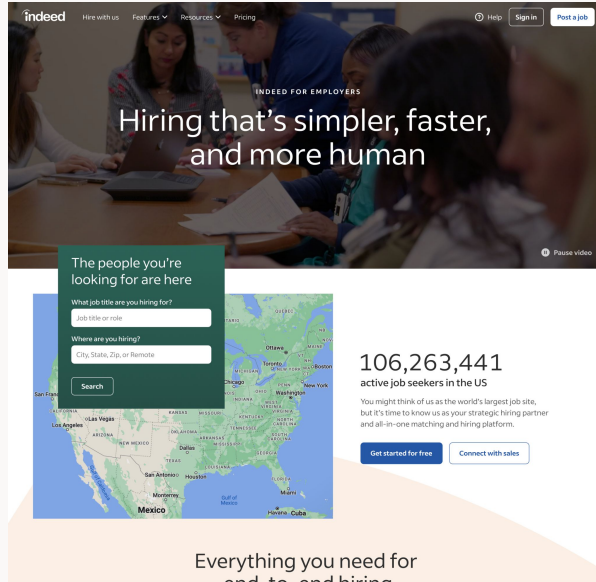
[Make the most of your dashboard](#) →

Flexible budget options

With no upfront fees or subscriptions, you have the flexibility to adjust your recruiting as hiring needs change.

[Learn more about adding a budget](#) →

Phase 2



The Phase 2 redesign features a dark header with navigation links: Hire with us, Features, Resources, Pricing, Help, Sign in, and Post a job. The main headline reads "Hiring that's simpler, faster, and more human" with a "Post a job" button. Below this is a large image of three people in a meeting. The footer contains a search bar, a map of the United States, and text about the number of active job seekers in the US.

Hiring that's simpler, faster, and more human

[Post a job](#)

The people you're looking for are here

What job title are you hiring for?

Job title or role

Where are you hiring?

City, State, Zip, or Remote

[Search](#)

106,263,441

active job seekers in the US

You might think of us as the world's largest job site, but it's time to know us as your strategic hiring partner and all-in-one matching and hiring platform.

[Get started for free](#) [Connect with sales](#)

Everything you need for end-to-end hiring

Qualitative Results

Successful A/B testing across critical product pages and articles.

Employers were very satisfied with the Indeed brand and felt positively about the design direction for the Product Pages.

Brand Sentiment: Users across the board were overwhelmingly satisfied with the Indeed brand and design direction of the new pages.

"Very positively surprised."

- P1, Non-Indeed User

"It feels professional and reliable."

- P6, Non-Indeed User

"It works. It's professional, eye-catching, beautiful..."

- P9, Non-Indeed User

- All (6/6) Indeed Users offered positive words when asked to describe Indeed in three words.

Quantitative Results

Critical Product Pages

4.38% Advertiser Signups

1.70% Full Conversions

2.33% Billing Conversions

Articles

13.0% Sponsored Jobs Live

14.6% Jobs Posted

16.2% Candidate Engagement

02-5

Visual Uplift

- 01. Semantic Tokens
- 02. Indeed Sans
- 03. Efficiency
- 04. Expressive System
- 05. **Visual Uplift**
- 06. Guided Support

Visual Uplift **is not** a brand refresh

Our Experience Platform continuously **evolves** to provide modern and efficient tools that promote **visually aligned and branded** touchpoints across the product experience.

The **problem**

Visual experience at Indeed is ...

...**unappealing**, **dated** *<insert other similar words>*...etc.

Challenge to our team

Address visual problems **starting** with an Employer product area.

Criteria: Snappy, modern, clean, visually appealing, and on brand

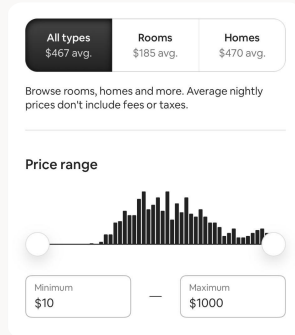
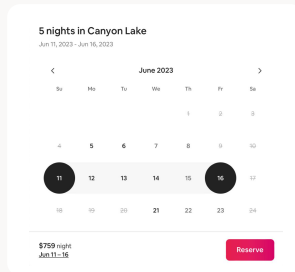
In addition: Leverage Experience Platform

Design **Discovery**

Interviewed 13 Leaders across Product, UX, Research, and Engineering to understand their definition of **modernness** and **appealing**.

Modern and clean visual cues:

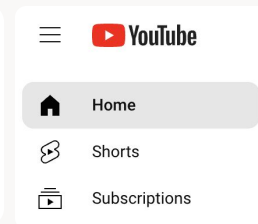
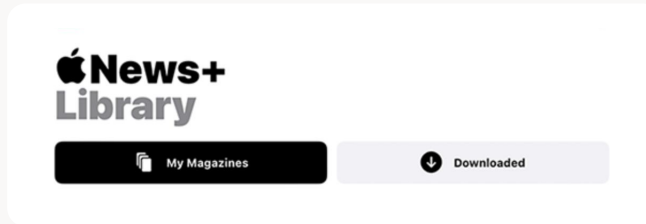
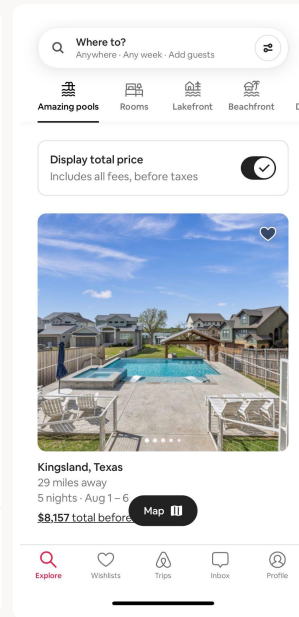
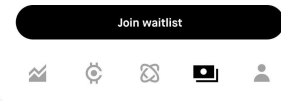
- 1 Restricted color palette
- 2 Simple iconography
- 3 Spacious layouts
- 4 Large Typography
- 5 Simplified components
- 6 Lightweight copy



Introducing the new Robinhood Cash Card

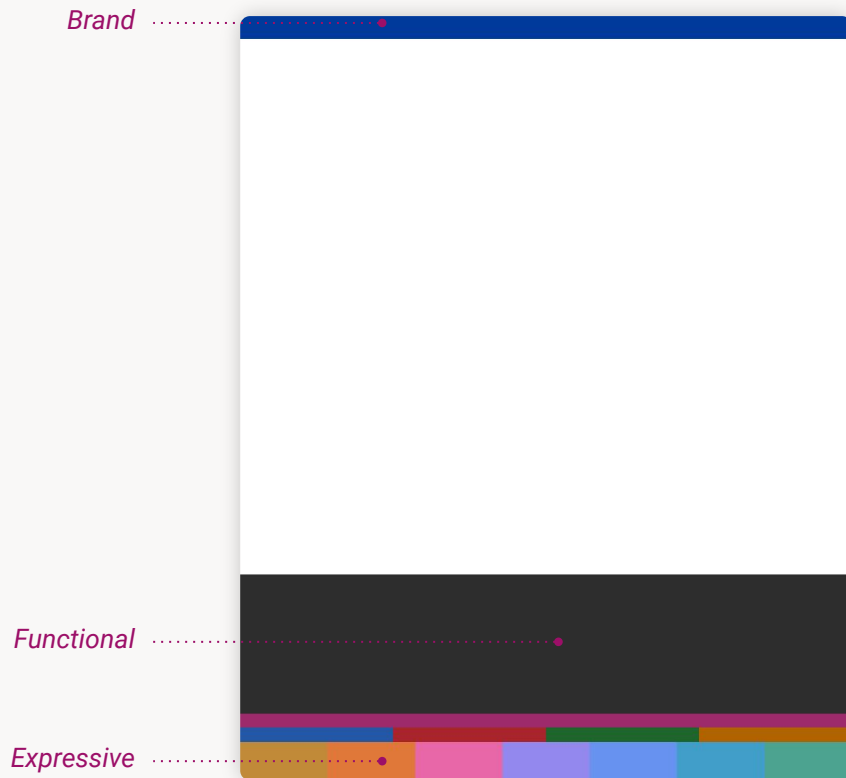
The debit card with weekly rewards that help you build investing habits. Offered by Robinhood Money, LLC. [View disclosures](#)

- ◆ **Earn rewards as you spend and round up**
Spend, round up, invest your change, and earn a 10–100% bonus each week.
- ◆ **Invest a part of every paycheck**
Automatically invest a percent or dollar amount of every paycheck. Plus, get paid up to 2 days early.
- ◆ **No hidden fees**
No monthly fees, in-network ATM fees, overdraft fees, or account minimums. [See other fees that may apply.](#)
- ◆ **Cash back at your favorite brands**
Earn cash back when you spend on offers from participating brands. No activation required.



Prioritizing **Color** Ratio

Colors are our most powerful tool to build on-brand experiences.




Confidence score


4 out of 5


(Range 1-5)

Surveyed 11 UX Leaders across Indeed to understand and measure confidence in our visual direction.

Current


 Set up interview


 Call

 Message

Janett Smith
Customer Service Representative
jsmith23434@indeed.com • Austin, TX

Miranda Moon
Position • Location
3/4 qualifications met

 Message preview he... 3 hrs [Reply](#)




Welcome to Instant Match!


Instant Match helps you find more qualified candidates, fast. See someone you like? Send them an invitation with the press of a button.


Free with your sponsored job

[Back](#) [Next](#)

New

 Set up an interview







Harper Lee
Customer Service Representative • Austin, TX
harper.l@gmail.com


Not charged

Harper Lee
Austin, TX • Customer Service Representative

 4/4 qualification met

 New message [View](#)

Welcome to Instant Match!



Free with sponsored job

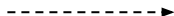
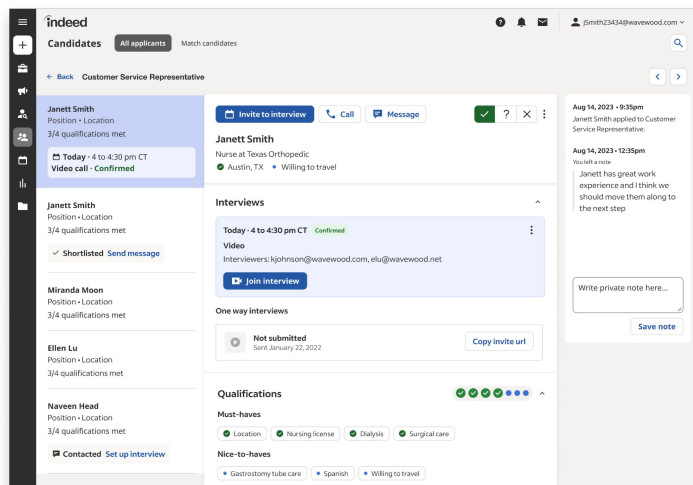
Instant Match helps you find more qualified candidates, fast. See someone you like? Send them an invitation with the press of a button.

[Dismiss](#) [Back](#) [Next](#)

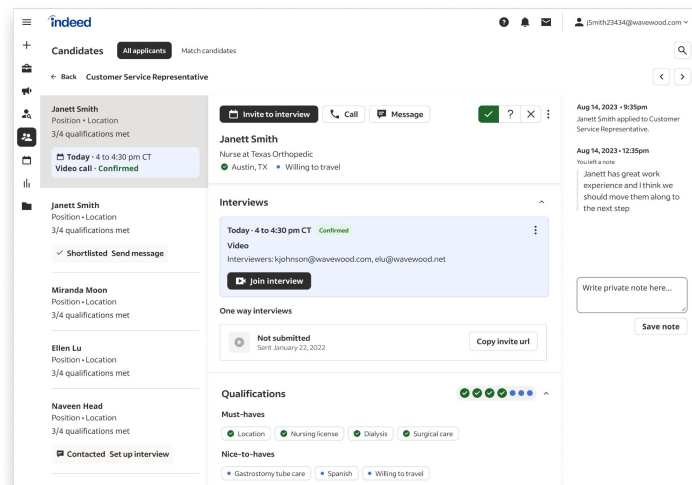
Design token swap **without** any adjustments

Candidate Detail Page

Global Tokens



Uplift Semantic Tokens



Capabilities Beyond Visual Uplift

Introducing theming capabilities.

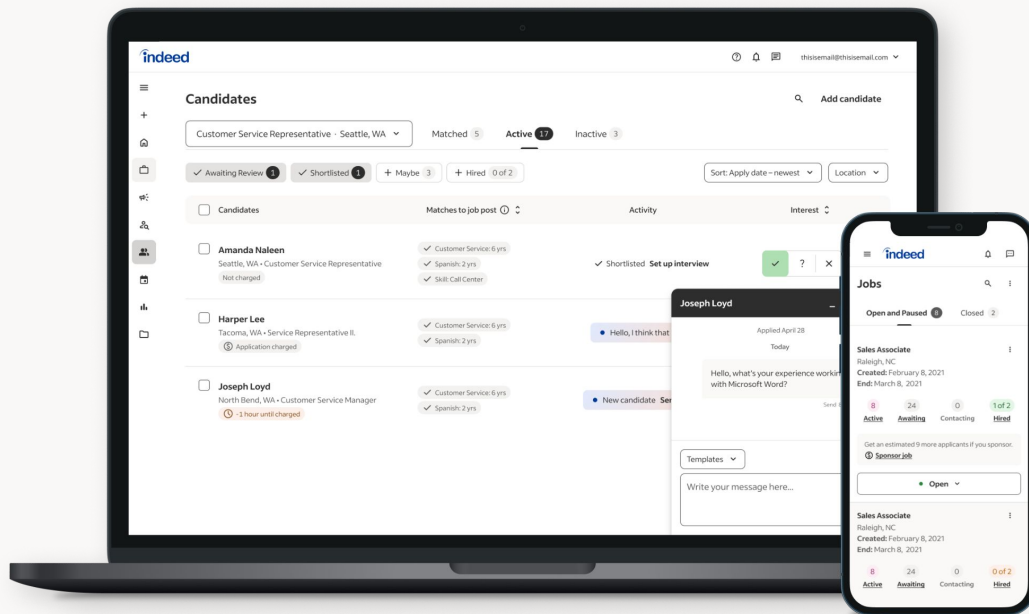
The screenshot displays the Indeed Jobs management interface. On the left is a sidebar menu with options: Collapse, Create new, Jobs (selected), Candidates, Search resumes, Interviews, Analytics, and Tools. The main header includes the Indeed logo, navigation links (Help, Notifications, Messages), a user profile dropdown, and a 'Post a job' button. Below the header, there are tabs for 'Open and paused (25)' and 'Closed (0)', a search filter, and sorting options ('Sort by: Posting date', 'Order: Descending'). A red alert banner states 'Your job posting is incomplete.' with a 'Finish job posting' button. The main content area lists several job postings with their details and status metrics.

| Job Title | Location | Status | Awaiting | Contacting | Hired | Daily Cost | Total Cost | Actions |
|--------------------------|---------------------------------|--------|----------|------------|---------|--------------|------------|---------|
| Software Engineer | United States Naval Academy, MD | Active | 0 | 0 | 0 of 1 | 36.00 (USD) | 0.00 (USD) | Draft |
| Python Developer | 2631 Austin Tracy Rd, ... | Active | 0 | 0 | 0 of 1 | 36.00 (USD) | 0.00 (USD) | Open |
| Software Engineer | 12 2nd St, Ashland, MS, ... | Active | 0 | 3 | 1 of 1 | 37.00 (USD) | 0.00 (USD) | Open |
| Software Engineer | 12 2nd St, Ashland, MS, ... | Active | 0 | 0 | 0 of 1 | 40.00 (USD) | 0.00 (USD) | Open |
| Web Developer | 2737 Isidro Plain, West, ... | Active | 0 | 0 | 0 of 10 | 74.00 (USD) | 0.00 (USD) | Open |
| Journalist | Kubville, CT 83305 | Active | 0 | 0 | 0 of 9 | 499.00 (USD) | 0.00 (USD) | Open |
| Senior Software Engineer | 11700 Domain Blvd, A, ... | Active | 0 | 0 | 0 of 1 | 40.00 (USD) | 0.00 (USD) | Open |

Final Results

Over \$300 million increase in annualized revenue.

- **308 semantic tokens** introduced
- **10k+ global tokens converted** to semantic tokens
- All Employer products leverages semantic token
- Across all locale



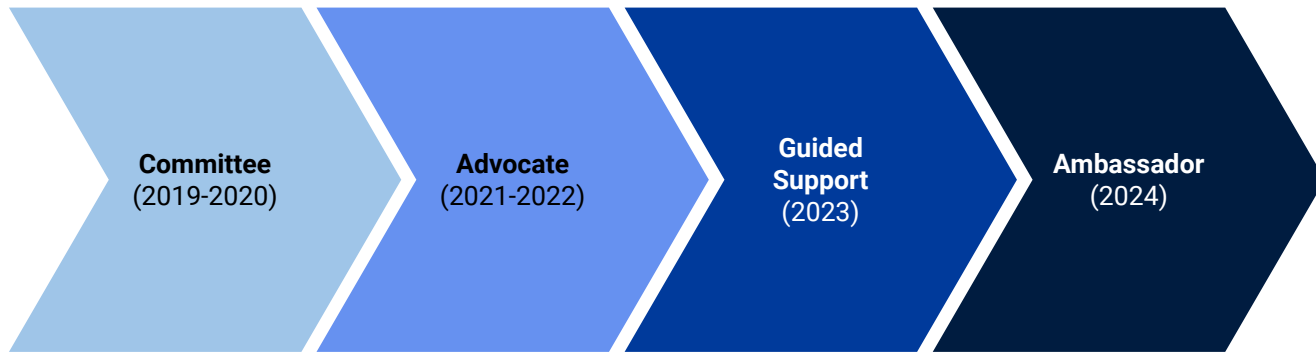
02-6

Guided Support

- 01. Semantic Tokens
- 02. Indeed Sans
- 03. Efficiency
- 04. Expressive System
- 05. Visual Uplift
- 06. Guided Support

A successful Experience Platform relies on

Active Community



Committee
(2019-2020)

Advocate
(2021-2022)

Guided Support
(2023)

Ambassador
(2024)

Drive Alignment

Formed a UX Committee to drive alignment on cross-GM design decisions that will inform the direction of the Experience Platform.

Drive Awareness

Seek volunteers across the company to advocate and drive awareness of our platform.

Drive Adoption

Partner with product teams across Indeed to provide guided support toward quality adoption of our platform.

Drive Maturity

Collaborate with product teams across Indeed to evolve and extend our platform through seamless contribution.



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Portfolio



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