EDDIE T. LOU

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UX EXECUTIVE LEADER | DESIGN STRATEGIST | ORGANIZATIONAL BUILDER

UX leader with 25+ years of experience building design organizations and shaping strategy, systems, and experiences across consumer and enterprise domains. Recognized for combining design craft, organizational maturity, and innovation to deliver measurable impact.

Author of [Design Engineering Handbook](#) (InVision's Design Better).

CORE LEADERSHIP STRENGTHS

- **Vision & Strategy** - Defining and championing UX strategy that aligns with business goals.
- **Design Craft & Systems** - Elevating execution, visual storytelling, and enterprise-scale design systems.
- **Innovation & Emerging Tech** - Exploring generative AI, automation, and ML-powered experiences.
- **Leadership & Influence** - Scaling diverse teams, aligning cross-functional partners, and driving UX maturity.
- **Operational Rigor** - Implementing scalable processes, governance, and budget discipline.

PROFESSIONAL EXPERIENCE

Indeed - San Francisco, CA
Senior UX Director | **May 2017 - May 2024**

Transformed Indeed's UX organization into a strategic partner to the business, maturing design capabilities and delivering cohesive global experiences.

- **Design & Experience Leadership** - Delivered pixel-perfect, mobile-first designs and scaled Indeed's design system to 98% adoption in product/email, 75% in marketing, and 80% in internal tools.
- **AI & Innovation** - Explored AI/ML-driven personalization, workflow automation, and generative AI in enterprise design workflows.
- **Accessibility & Global Reach** - Implemented WCAG 2.1 AA and internationalization standards, ensuring inclusive design worldwide.
- **Team & Executive Impact** - Mentored a diverse UX team (top 5% engagement) and presented UX vision to C-suite, securing investment and alignment.

BigCommerce - San Francisco, CA
UX Engineering Manager | **June 2014 - April 2017**

Built and led the SF-based frontend team, modernizing BigCommerce's storefront platform through design-engineering alignment.

- **Team Building** - Recruited and developed UX Engineers, fostering collaboration across SF and Sydney.
- **Design Standards** - Established UI patterns and component standards, accelerating development and consistency.
- **Platform Modernization** - Led re-architecture of the storefront platform, enabling scalable growth.

- **Framework Innovation** - Co-created the next-gen theme engine framework powering all BigCommerce storefronts.

Visa - Foster City, CA
UI Engineering Director | **December 2012 - June 2014**

Directed Visa's UI engineering teams to deliver the next generation of Visa Checkout, ensuring security, accessibility, and global scalability.

- **Accessibility & Compliance** - Achieved full WCAG 2.0 AA compliance, strengthening trust and inclusivity.
- **Rapid Execution** - Redesigned Visa Checkout site in 3 months to meet global rebrand deadlines.
- **Performance & Mobile** - Introduced responsive design standards, boosting mobile usability and performance by 60%.
- **UI Standards** - Defined and scaled UI development processes, ensuring consistent, high-quality interfaces.

Apollo Group (University of Phoenix) - San Francisco, CA
UI Engineering Manager | **January 2012 - December 2012**

Built and managed UI team delivering innovative, accessible, and scalable e-learning platforms.

- **Team Growth** - Recruited, trained, and expanded UI engineering team to drive platform innovation.
- **Prototyping & Validation** - Partnered with UX research to prototype and validate high-fidelity learning experiences.
- **Accessibility** - Delivered WCAG 2.0 AA-compliant solutions, advancing inclusivity in online education.

Apple - Cupertino, CA
Frontend Engineering Manager | **August 2011 - January 2012**

Managed the frontend engineering team responsible for apple.com's homepage and flagship product launches.

- **Launch Excellence** - Directed flawless delivery of Apple.com homepage and major product pages under tight deadlines.
- **Collaboration** - Streamlined design-engineering collaboration, enabling efficient global launches.
- **Resource Planning** - Coordinated team growth and resource allocation to meet critical launch timelines.

ADDITIONAL EXPERIENCE

PayPal - *Staff Web Developer* | **September 2006 - August 2011** - Led Consumer Experience web teams, driving adoption and engagement.

Robert Half International - *Sr. UI Designer/Researcher* | **June 2005 - August 2006** - Designed intranet solutions that improved workflow efficiency for thousands of employees across global offices.

Cisco - *Sr. UI Designer/Researcher* | **January 2000 - June 2005** - Prototyped, designed, and usability-tested enterprise portals, ensuring consistent user experiences across platforms.

PUBLICATIONS & RECOGNITION

Author, *Design Engineering Handbook* - InVision's Design Better library

Speaker and thought leader in UX strategy, design systems, and design leadership