



Eddie Lou

Seasoned UX Leader with over 25 years of experience and a proven track record in **leading and maturing design organizations** to deliver world-class user experiences that align with company goals.

Overview

- Demonstrated UX thought leadership with deep understanding in UX design, research, and strategy.
- Defined, communicated, and championed the UX vision and strategy across the organization.
- Advanced and expanded UX capabilities, leading to significant growth and maturity.
- Directed the creation, implementation, and successful adoption of a cohesive brand and design system.
- Collaborated with cross-functional leaders to shape product, creative, and technical decisions.
- Enhanced and streamlined UX programs and processes for optimal autonomy and efficiency.
- Spearheaded innovation by integrating creative and technical solutions.
- Mentored and managed a multidisciplinary UX team to deliver exceptional world-class user experiences.
- Provided guidance and support to team members to effectively navigate changes and challenges.
- Partnered with Recruiting and HR to refine job architecture, fostering the growth of a diverse UX organization.
- Collaborated with FP&A to forecast, plan, and manage budgets effectively.
- Author of [Design Engineering Handbook](#) published by Design Better, InVision.

Achievements

- Hired **150+** Design Engineers
- Expanded the UX organization **20x**
- Design system adoption
 - **98%** of external-facing product and email
 - **75%+** of marketing web experiences
 - **80%** of internal tools
- Increase in annualized revenue
 - Custom font: **\$120 million**
 - Visual update: **\$300+ million**

resume@edlou.com
510-610-2828

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

