EDDIE T. LOU

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Seasoned Engineering Leader with over 25 years of experience and a proven track record of leading and scaling front-end engineering organizations to deliver world-class user experiences, exemplify engineering excellence and align with company goals. Expert in developing and implementing experience platforms, fostering cross-functional collaboration, and driving front-end engineering strategy.

Author of Design Engineering Handbook published by Design Better, InVision.

CORE COMPETENCIES

Technical Thought Leadership: Demonstrated deep understanding of innovation, standardization, problem-solving, performance optimization, strategic vision, and mentorship.

Vision and Strategy: Defined, communicated, and championed a compelling technical vision and strategy.

Experience Platform: Directed the creation, implementation, and adoption of cohesive creative and technical platforms.

Technical Maturity: Advanced and expanded technical capabilities, leading to significant growth and maturity.

Cross-Functional Collaboration: Collaborated with cross-functional leaders to shape product, creative, and technical decisions.

Technical Operations: Enhanced and streamlined technical programs and processes for optimal autonomy and efficiency.

Innovation: Drove innovation by integrating creative and technical solutions.

Team Management: Led front-end engineering teams to deliver exceptional, world-class user and product experiences.

Diversity and Growth: Fostered the growth of a diverse engineering organization through strategic staffing and resource prioritization.

Financial Planning and Management: Expertly forecasted, planned, and managed budgets to support critical initiatives.

PROFESSIONAL EXPERIENCE

Indeed, San Francisco, CA   May 2017 - May 2024
Head of Design Engineering

Created and led the Design Engineering organization by integrating UX and Engineering functions to deliver a world-class end-to-end experience.

- Spearheaded the introduction of Indeed's Experience Platform, modernizing design, user experience, and technology for cohesive product experiences and operational efficiency.

- Directed the evolution of Indeed's Experience Platform, focusing on WCAG 2.1 AA compliance, internationalization, and enhanced performance.
- Influenced senior leadership by aligning long-term Experience Platform initiatives with company objectives.
- Led the adoption of the Experience Platform, integrating it across 98% of external products, 75% of marketing web experiences, and 80% of internal tools.
- Mentored the Design Engineering team to foster innovation, quality, and scalability.
- Achieved top 5% rankings in Indeed's Voices survey by improving team inclusivity and diversity.
- Stabilized the team through strategic restructuring and priority alignment.
- Drove significant revenue growth through innovative Design Engineering solutions.
- Promoted collaboration and knowledge sharing as part of the Senior Design Engineering/UX Leadership team.
- Aligned cross-functional teams on key initiatives and user-centric solutions.
- Maintained team performance during organizational changes, focusing on impactful platform capabilities.
- Refined team vision and strategy through feedback and development processes.
- Partnered with Recruiting and HR to foster a diverse design engineering organization.
- Managed budgets effectively through collaboration with FP&A.

BigCommerce, San Francisco, CA   June 2014 - April 2017
Frontend Engineering Manager

Built and led a team of 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 front-end engineering efforts.
- Introduced UI standard strategies, enhancing efficiency in design and development processes.
- Collaborated closely with Principal Architects to design the UI framework for the next-gen BigCommerce theme engine, which is now powering all storefronts.

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

Led a team of 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 a complete rewrite of the 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   January 2012 - December 2012

UI Engineering Manager

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

- Recruited, trained, and expanded the 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 the UX team to prototype and validate high-fidelity designs, advancing white-label product platform feasibility.

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

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

- Directed delivery of the 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 the Frontend Engineering team, ensuring high-quality design delivery for the 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 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

PayPal, San Jose, CA   2006 - 2011
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   2005 - 2006
Senior UI Designer / User Researcher

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

Cisco, San Jose, CA   2000 - 2005
Senior UI Designer / User Researcher

Prototyped, designed, 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.