



Eddie Lou

Seasoned Engineering Leader with over 25 years of experience and a proven track record in **leading and maturing front-end engineering organizations** to deliver world-class user experiences, exemplify engineering excellence and align with company goals.

Overview

- Demonstrated technical thought leadership with deep understanding of innovation, standardization, problem-solving, performance optimization, strategic vision, and mentorship.
- Defined, communicated, and championed the technical vision and strategy across the organization.
- Advanced and expanded technical capabilities, leading to significant growth and maturity.
- Directed the creation, implementation, and successful adoption of a cohesive creative and technical platforms.
- Collaborated with cross-functional leaders to shape product, creative, and technical decisions.
- Enhanced and streamlined technical programs and processes for optimal autonomy and efficiency.
- Spearheaded innovation by integrating creative and technical solutions.
- Led front-end engineering teams to deliver exceptional, world-class user and product 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 engineering 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
- Reimagined and delivered a new Experience Platform in 6 months
- Experience Platform 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**

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