



Eddie Lou

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ABOUT EDDIE

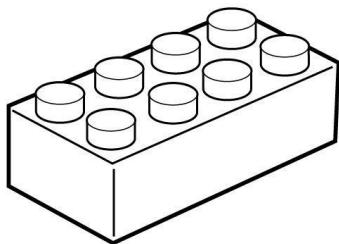
Seasoned UX and Engineering Leader with a proven track record of **leading, scaling, and maturing design and engineering** organization to deliver world-class user experiences, exemplify engineering excellence and align with company goals. Expert in developing and implementing **design systems**, fostering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

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



Eddie Lou

My Roles @Indeed



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**.



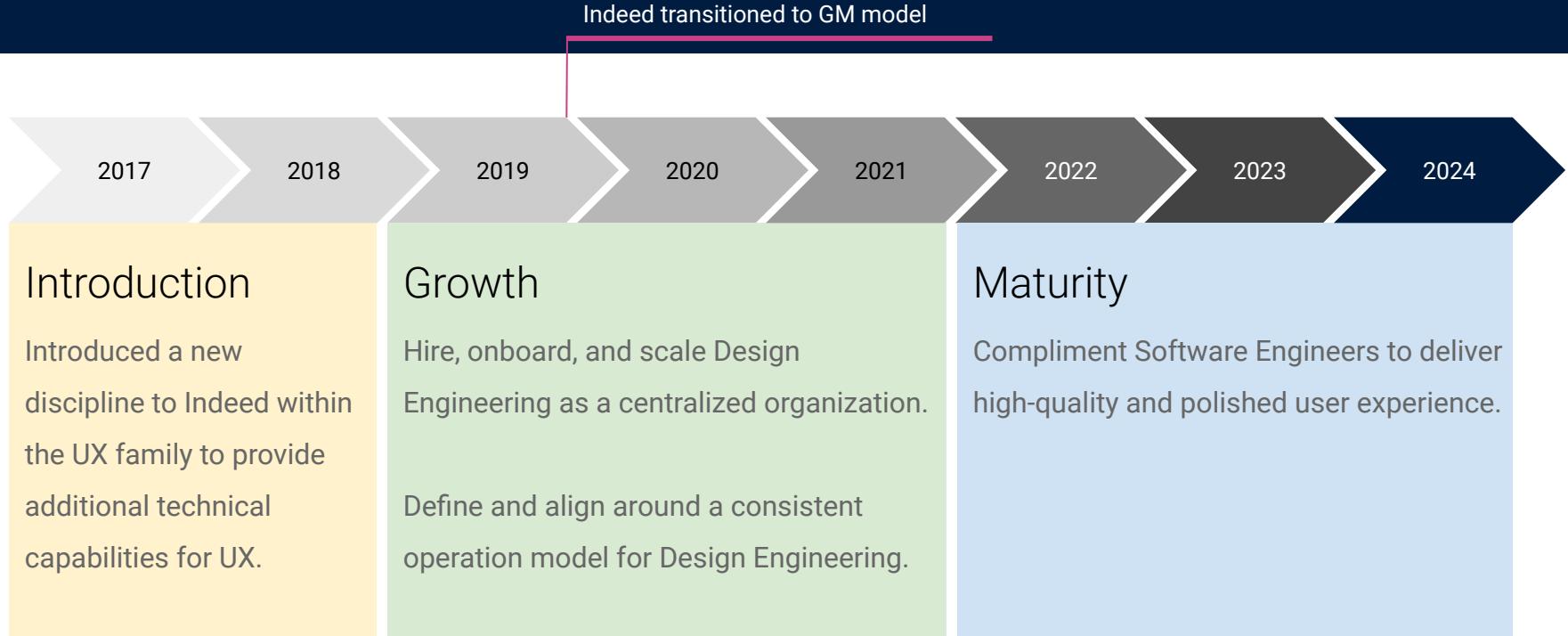
Design Engineering Functional Leader Head of Design Engineering

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



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

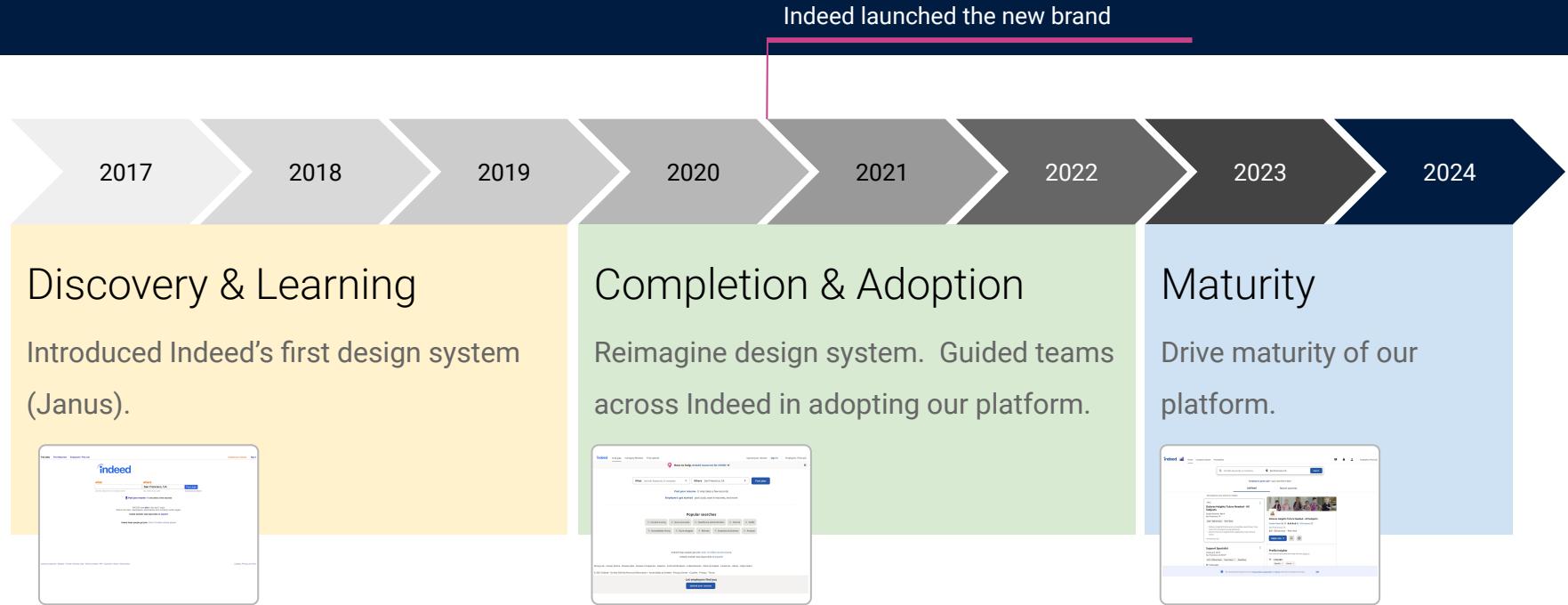
Enable and empower product teams to leverage the latest Experience Platform and Employer Patterns & Standards.

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

Role #2

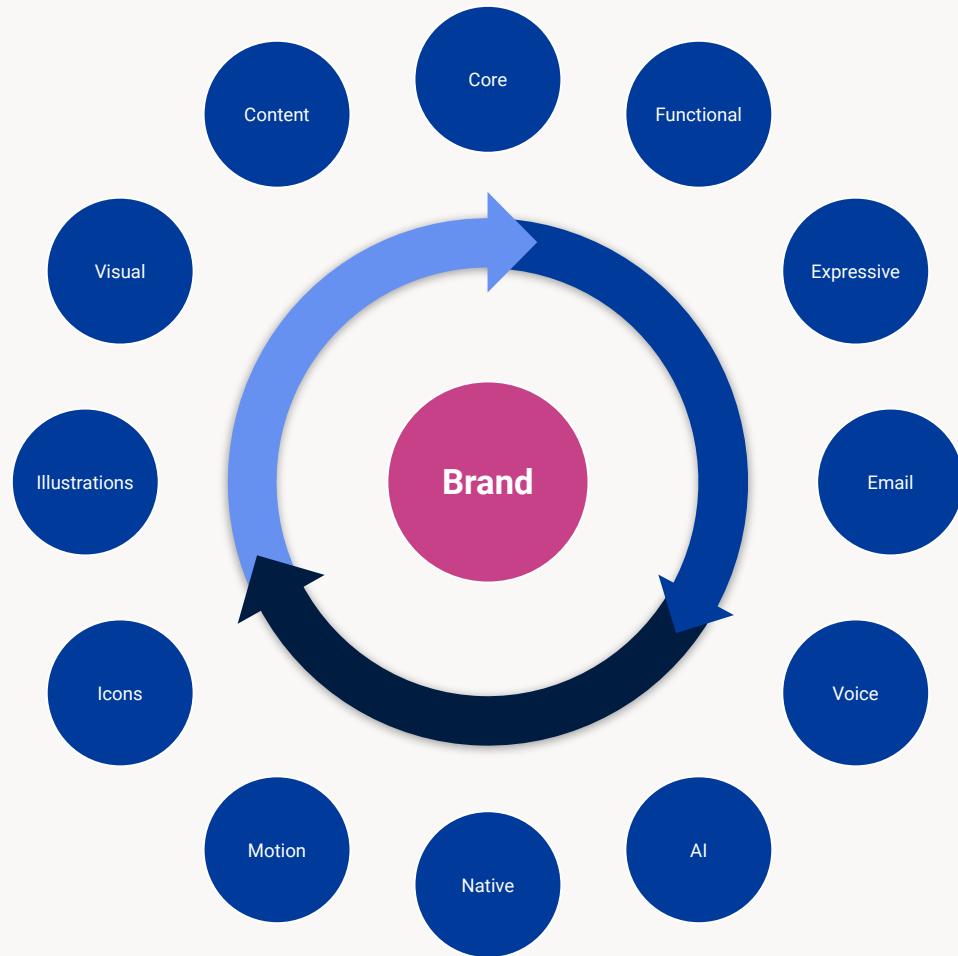
Experience Platform

Role #2: Experience Platform



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

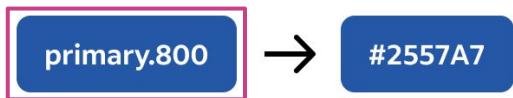
02-1

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



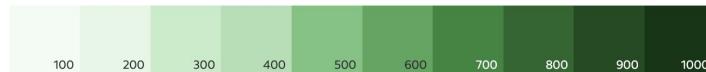
Primary



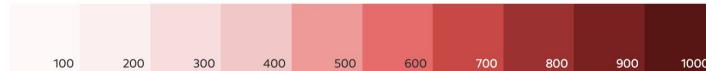
Expanded colors



Success



Alert

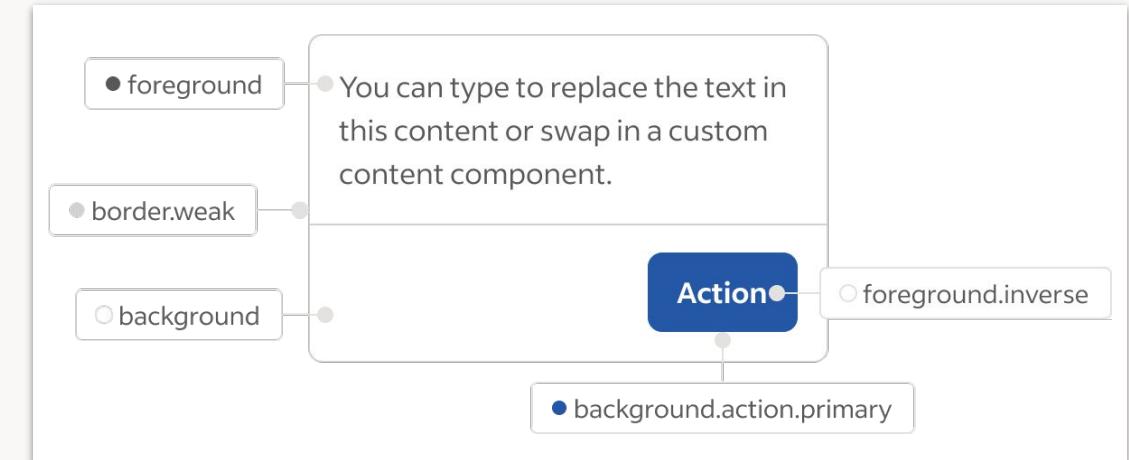
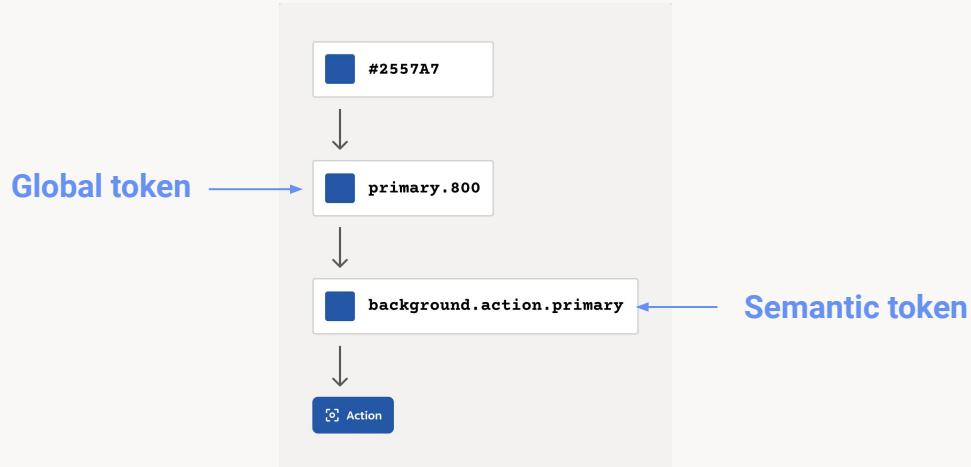


Warning



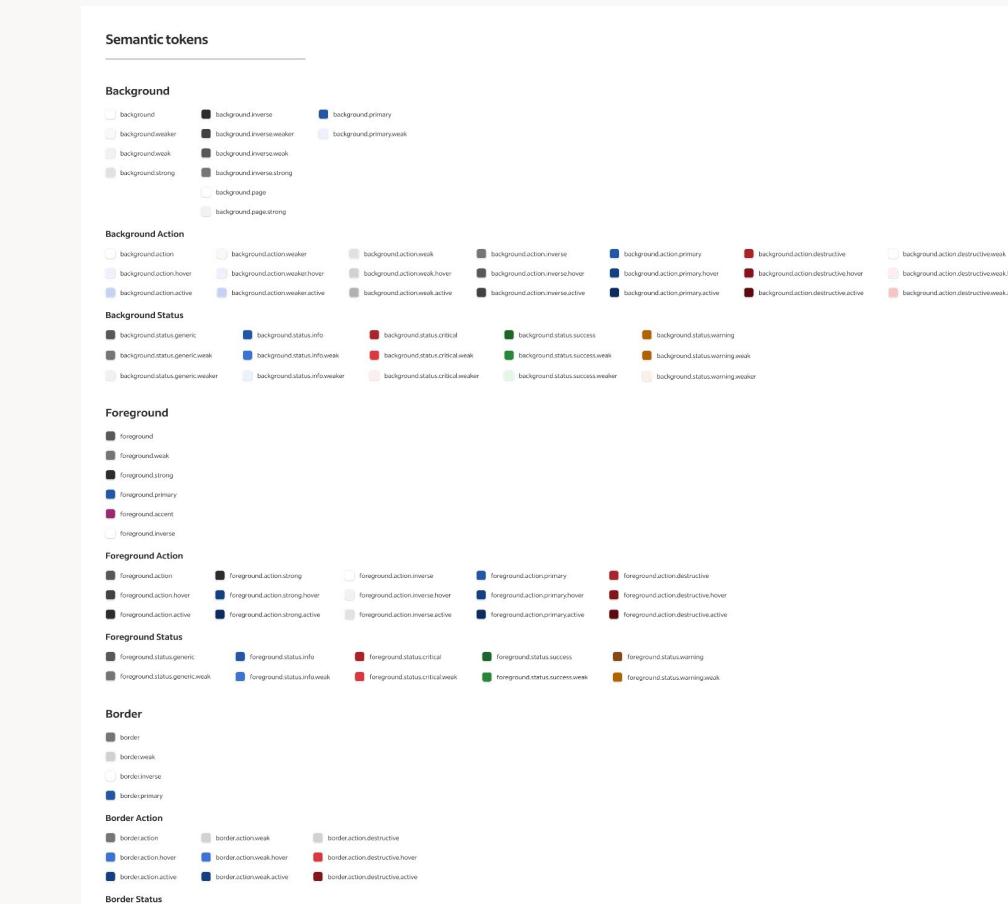
Semantic Tokens

The visual properties and functional characteristics of a component.



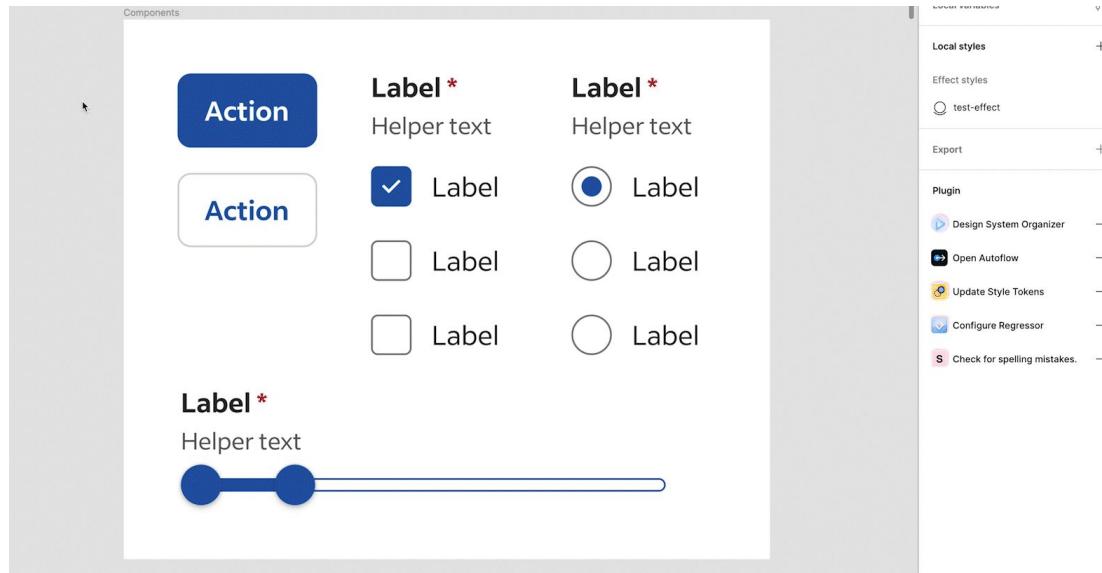
Benefits of Semantic Tokens

- Theming
- Scalability
- Consistency



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

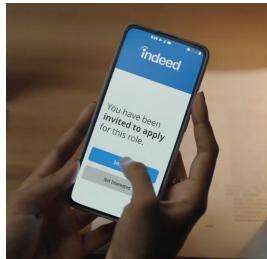
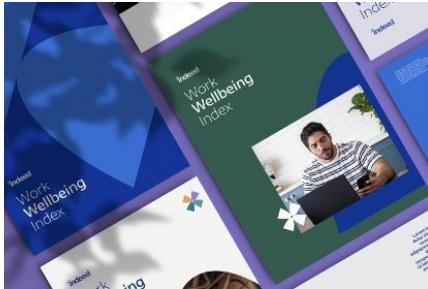
Indeed Sans

- 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-=!@#\$%^&*()_?Ǿ?{.}

REG 400
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$%^&*()_?Ǿ?{.}

MED 600
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$%^&*()_?Ǿ?{.}

BOLD 800
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$%^&*()_?Ǿ?{.}

XBOLD 1000
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#\$%^&*()_?Ǿ?{.}

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.

The image displays two versions of the Indeed Career Guide website side-by-side, illustrating the visual difference between two font families: Noto Sans and Indeed Sans.

Top Version (Noto Sans): This version shows a clean, modern look with a white background and a blue header bar. The text is clear and legible. It includes a "Editor's picks" section with three small images and some news articles.

Bottom Version (Indeed Sans): This version shows a darker, more monochromatic look with a dark blue header bar. The text appears slightly darker and less distinct than in the top version. It also includes a "Editor's picks" section with three small images and some news articles.

Font Comparison: A horizontal double-headed arrow at the bottom center indicates the transition from the top version (Noto Sans) to the bottom version (Indeed Sans).

Final Results

\$120 million increase in annualized revenue.

The screenshot shows the 'Typography' page of the Indeed Design System. The header includes the 'Indeed Design System' logo and a search bar. Below the header, there are tabs for 'General' and 'Accessibility', with 'General' being the active tab. A 'Submit feedback' button is also present. The main content area is titled 'Description' and contains a detailed description of typography, its purpose, and how it helps establish visual identity. It lists four bullet points: 'Establish visual identity', 'Guide users through content', 'Create UI consistency', and 'Form content hierarchy'. Below this is a section titled 'Typefaces' which specifies 'Noto Sans' as the font used for the Aurora theme. It shows examples of uppercase and lowercase letters, as well as numbers and symbols. On the left side, there is a sidebar with a search bar and a navigation menu containing links to 'Components', 'Design tokens', 'Design', 'Core', 'Breakpoints', 'Color', 'Grid', 'Iconography', 'Illustrations', 'Layout', 'Motion', and 'Shadows'.



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 auto dialed 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

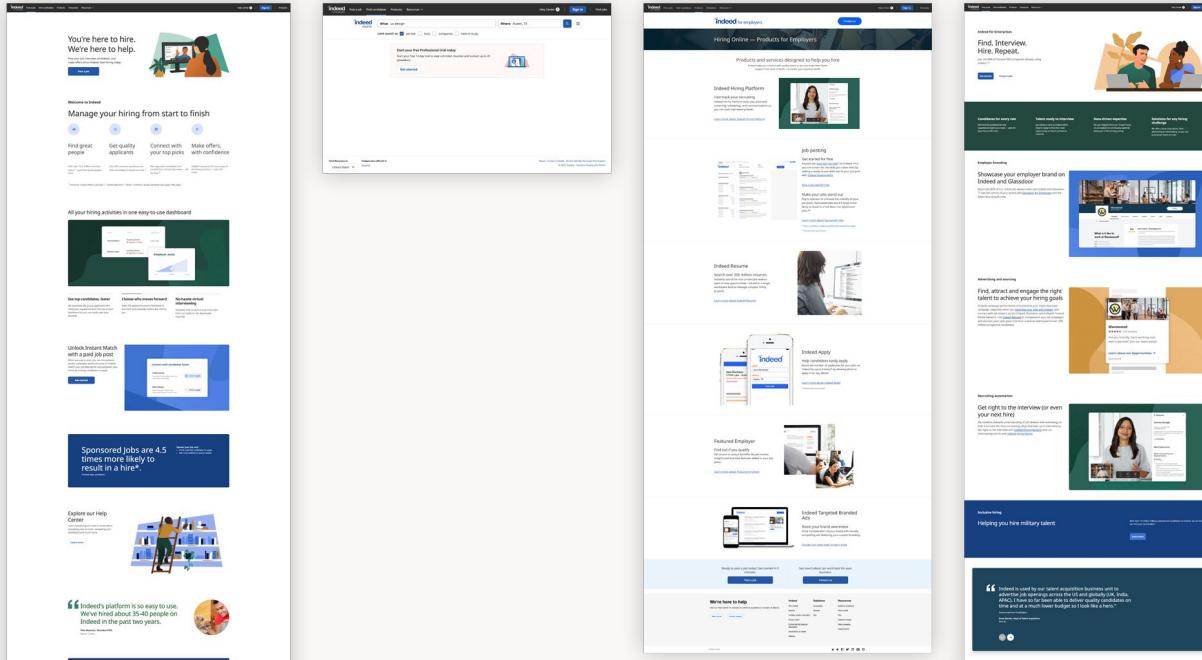
02-4

Expressive System

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

Legacy Product Marketing Design

Inherited State



Uplifted Design Direction

Test and introduce the Visual Uplift design elements.

Indeed Home | Solutions Industries Resources

EMPLOYER BRANDING ADS

Maximize your reach

Run display ads across Indeed, Glassdoor, and hundreds of other relevant sites, all at once.

Get connected!

SCALABLE HIRING PRODUCTS

Easy solutions for complex hiring

From delivery drivers to engineers, find the people you need no matter your industry or the number of hires you're looking for.

Request a demo

What are your needs?

Event date: 03/03/2023

Language: English

Stand out in a competitive job market

Your ads help people learn about your company and consider applying. Whether they're actively looking for a new job, or just learning about it.

Optimized ad placement

Paid AdAppeal: 4.5

Optimized ad places the right audience

Run broad or refined based on behavior and resume data million prospective candidates.

Customized ads for picture of your company

Comprehensive performance insights keep you informed

95% of Employer Branding Ads impressions reach a fresh audience who have not engaged your brand in the past 3 months.

Put higher quality candidates within reach

Advertise and grab attention

Advertise your jobs across Indeed, Glassdoor, and Indeed's Trusted Media Network with ad campaigns tailored to your objectives and goals.

Get real-time analytics and data-supported hiring recommendations to reach more of the right people.

Learn more about Indeed Ads →

Job placements

Indeed Glassdoor Threaded Headlines

Community Associate Worldwide: 4.2 # Austin, TX

Job placements

Indeed Glassdoor Threaded Headlines

Opinion: Why anti-LGBTQ+ legislation is being proposed at an increased clip, with more than \$200 bills introduced in state legislatures so far this year, up from 315 bills in 2020. Do you feel strongly enough to take a stand? Click here to support the hard-fought wins LGBTQ+ advocates have achieved in recent years?

Anti-MILITARY: You know what I mean, whenever there's been progress, there's an accompanying backlash to that progress. I think that's part of what's happening right now. And we're in the election season, so certain politicians are banking on that being a key issue.

MS MILITARY: I agree that it's part of a political strategy to rally voters around a cause. It's a way to bring people together and inform them about issues that affect their communities. And things do move dangerous for me, as a woman, if we don't stand up for our rights.

Conversation: How Company Leaders Can Step for LGBTQ+ Employees

June 15, 2023 Share

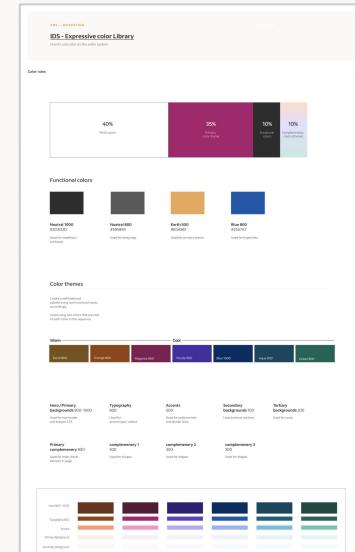
The latest insights in hiring, delivered straight to your inbox.

Get the newsletter

Expressive System

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

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



Heading

Find your next great hire

Helping you hire from start to finish

Find your next great hire

Helping you hire from start to finish

Heading

Lower subhead

Lower span-head

Lower subtext

Tools to help you hire faster

Your dashboard does it all

Flexible budget options

Heading

More than 165 million clients sponsor their jobs with Indeed.

Reach the right candidates

Sponsored jobs appear more often and for longer than non-sponsored jobs, so they're more likely to be seen by potential candidates.

Only pay for results

In as little as \$5 per day you can start boosting your job post and have the flexibility to pause or stop advertising at any time. No charges when candidates click to view your job post. Start or stop at any time.

Sponsored jobs have 31 times more impressions per day than non-sponsored jobs.

Highlight urgent hiring

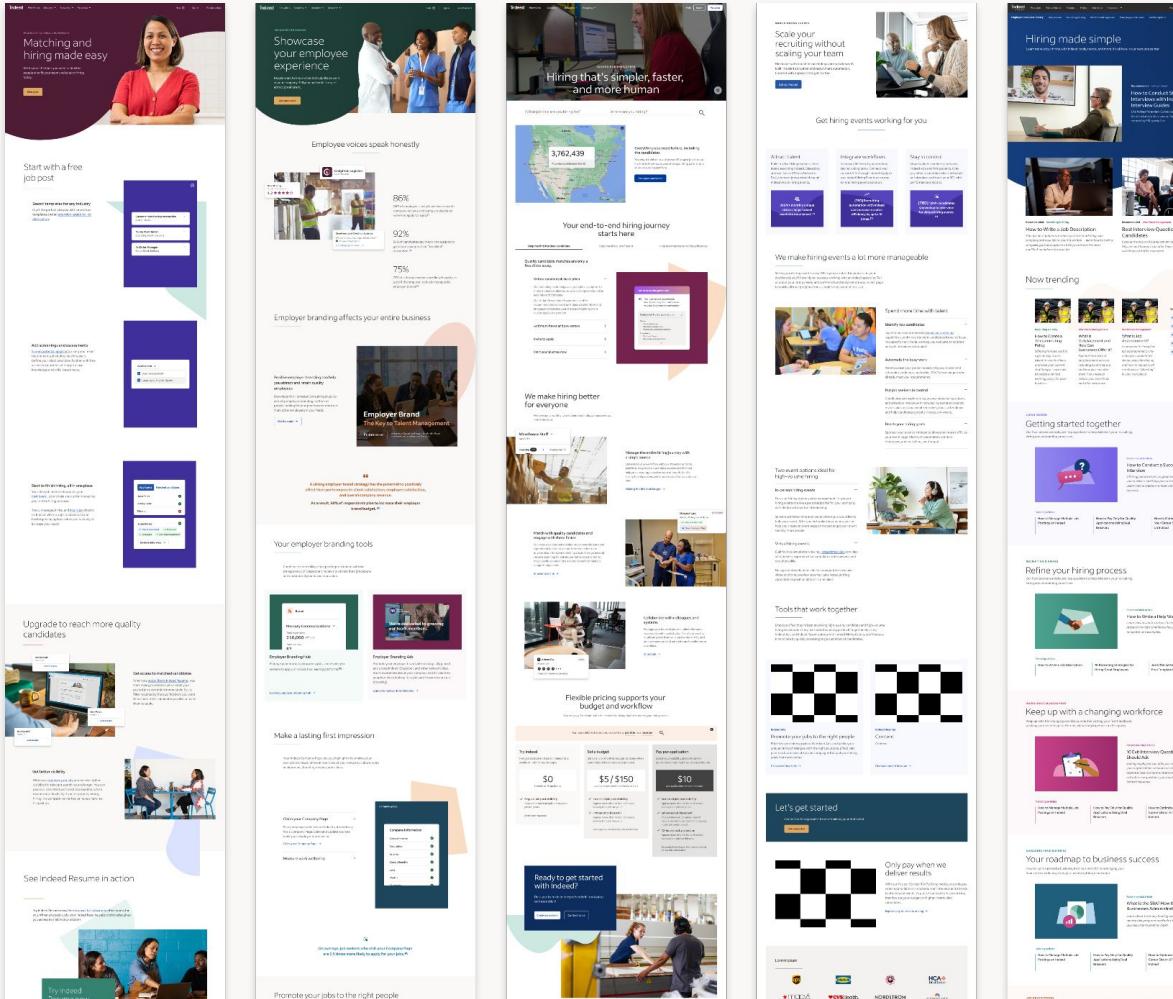
Sponsored jobs are 2.8 times faster to first hire than non-sponsored jobs.

Learn more about Sponsored Jobs

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 homepage features a large hero section with the text "You're here to hire. We're here to help." and a subtext "You can count on us to do everything we can to find your next great hire." Below this is a "Post a job" button and a "Want us to do the work for you?" link. The main content area includes sections for "Find great candidates", "Maintain your business", and "Get 1-on-1 support". Each section has an icon and a brief description. At the bottom, there's a "Save time and effort in your" callout.

Phase 1

The Phase 1 homepage has a dark blue header with the Indeed logo and navigation links. The main hero section features two construction workers in hard hats and safety vests looking at a tablet. The text "Find your next great hire" and "No matter the skills, experience, or qualifications you're looking for, you'll find the right people here." is displayed. Below the hero are three columns: "Tools to help you hire faster", "Your dashboard does it all", and "Flexible budget options". Each column has a brief description and a "Read more" link.

Phase 2

The Phase 2 homepage features a blurred background image of people working together. The main hero section has the text "Hiring that's simpler, faster, and more human". A green callout box says "The people you're looking for are here". Below the hero are search fields for "What job title are you hiring for?", "Job title or role", and "Where are you hiring?", with a "Search" button. To the right is a map of the United States. The bottom right corner shows the statistic "106,263,441 active job seekers in the US". The footer includes a "Get started for free" button and a "Connect with sales" link.

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.

Criterias: 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:

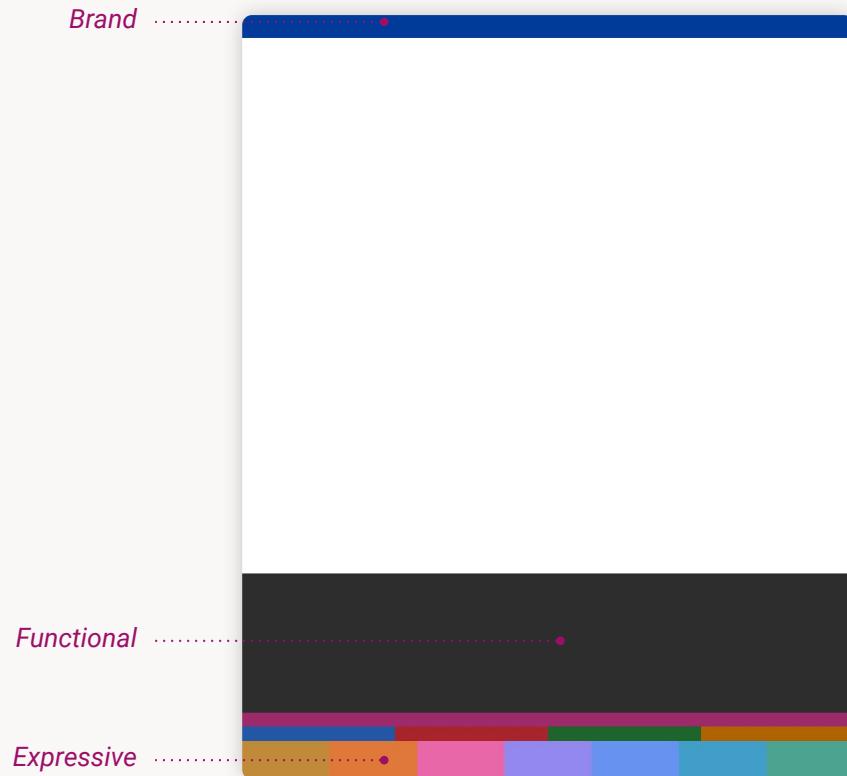
- 1 Restricted color palette
- 2 Simple iconography
- 3 Spacious layouts
- 4 Large Typography
- 5 Simplified components
- 6 Lightweight copy

The collage illustrates several modern design principles:

- Booking.com Interface:** Shows a search for "5 nights in Canyon Lake" from June 11, 2023, to June 16, 2023. It displays a calendar, average nightly rates (\$759), and a price range histogram (\$10 to \$1000).
- Robinhood Cash Card:** Describes the new Robinhood Cash Card as a debit card with weekly rewards. It highlights features like earning rewards as you spend and round up, investing a part of every paycheck, and no hidden fees.
- HomeAway/VRBO Listing:** Shows a vacation rental listing for a house in Kingsland, Texas, featuring a swimming pool. It includes details like distance (29 miles away), nights (5), dates (Aug 1–6), and a total price of \$8,157 before taxes.
- YouTube App:** Displays the YouTube mobile app interface with navigation icons for Explore, Watchlists, Trips, Inbox, and Profile.
- Apple News+ Library:** Shows the Apple News+ Library interface with sections for My Magazines and Downloaded.

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](#)

New

[Set up an interview](#)

Harper Lee

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

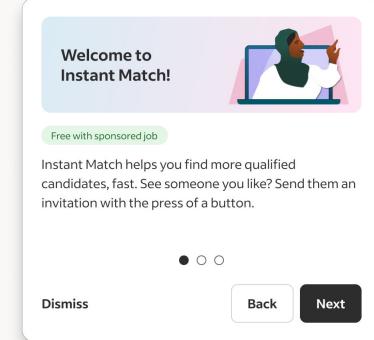
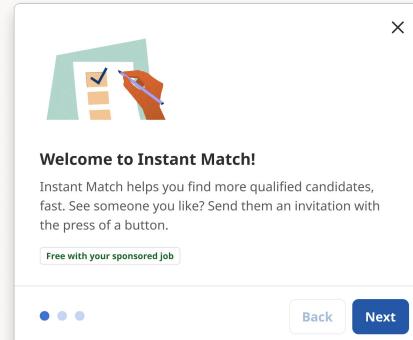
Not charged

Harper Lee

Austin, TX • Customer Service Representative

✓ 4/4 qualification met

● New message [View](#)



Design token swap **without** any adjustments

Candidate Detail Page

Global Tokens

This screenshot shows a candidate detail page with a dark header bar. Below it, there's a navigation bar with 'Candidates' and 'All applicants' buttons. A sidebar on the left lists candidates like Janet Smith, Miranda Moon, Ellen Lu, and Naveen Head. The main content area has several sections: 'Interviews' (listing Janet Smith with a video call invite), 'One way interviews' (listing 'Not submitted'), and 'Qualifications' (listing 'Must-haves' and 'Nice-to-haves'). There are numerous small buttons, dropdowns, and input fields scattered throughout the page.

Uplift Semantic Tokens

This screenshot shows the same candidate detail page but with a completely different visual style. The header bar is light-colored. The sidebar and main content areas are separated by large, bold buttons. The overall layout is more spacious and organized, making the information easier to read and understand.

Capabilities

Beyond Visual Uplift

Introducing theming capabilities.

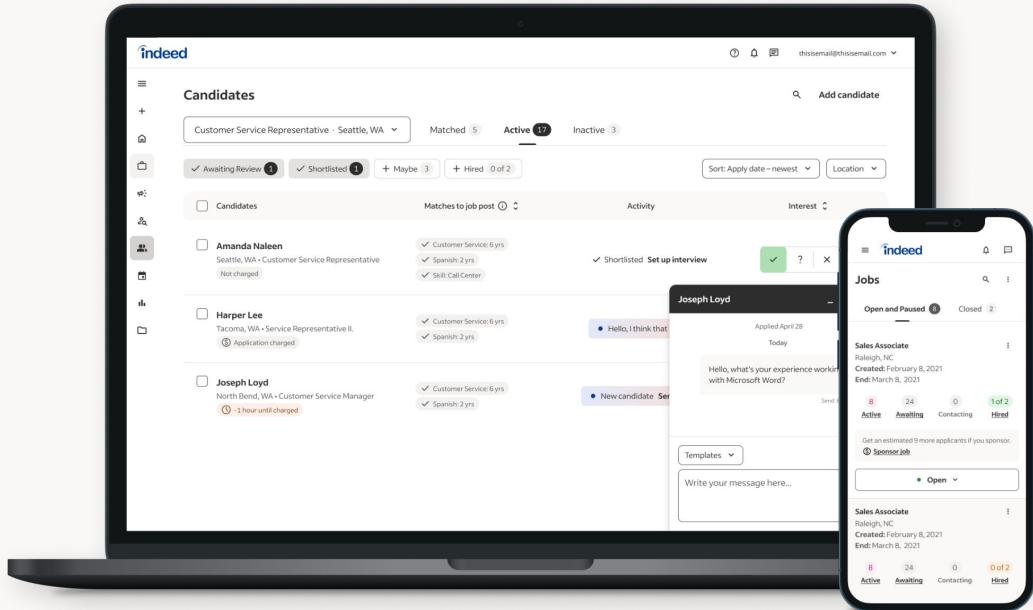
The screenshot shows the Indeed Jobs dashboard. On the left, a sidebar menu includes 'Jobs' (selected), 'Candidates', 'Search resumes', 'Interviews', 'Analytics', and 'Tools'. The main area displays a list of job postings with columns for Job Title, Location, Status, and various metrics like Awaiting, Contacting, and Hired. A red callout box highlights an incomplete job posting for a Software Engineer at the United States Naval Academy, MD, with a 'Finish job posting' button. The top right features navigation links for Help, Notifications, Messages, and an email address (g.stewart+qa@indeed.com). The bottom right shows sorting options ('Sort by: Posting date' and 'Order: Descending').

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



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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