



# WEILING WU DECKINGA

www.weilingish.com • weilingish@gmail • SF Bay Area, CA • 646-541-8004

## EDUCATION

### UC Berkeley

1998 – 2002  
BA, Art Practice  
BA, Music

## EXPERTISE

Photoshop  
Illustrator  
Sketch  
Principle  
Zeplin  
InVision  
Balsamiq  
Keynote  
Coda

## EXPERIENCE

UX Design  
Information Architecture  
Creative Direction  
Wireframing  
Prototyping  
Consulting  
iOS and Android  
Responsive Web  
Desktop App Design  
Game HUD & UI  
Print & Production  
Illustration

## REFERENCES

Gladly provided  
upon request

### GOOGLE INTERACTION DESIGNER • OCTOBER 2018 - PRESENT

*Interaction designer on the Google Store team (store.google.com), working on information architecture, integration, and other exciting projects within the Hardware Product Area.*

### AMPERSAND DIRECTOR OF DESIGN • FEB 2017 - AUGUST 2018

*Managed and worked with a team of designers at an a16z portfolio startup. Owner of user experience across products. Advocate and defender of design autonomy and accountability. App debut at BookCon 2018 was praised for its aesthetic and experience.*

- Distilled feature requirements and goals from product strategy, with VP of Product. Set design team up for success by organizing ideation and leading design of the product features that would achieve those goals
- Executed on cohesive presentation of consumer-facing content and marketing campaigns, and an organized, iterative response to metrics and data, with CMO and Director of Content
- Brainstormed, concepted and delivered designs for robust professional writing platform for Top100 authors. Interviewed and iterated with professional users, and synthesized feedback into actions, features, and goals.
- Promoted cross-team communication by encouraging crucial conversations. Nurtured culture of unintentional collaboration and transparency, up and down. Mentored junior employees across all departments.

### MORI (AMPERSAND) DESIGN CONSULTANT, DESIGN LEAD • MAR 2015 - FEB 2017

*Originally a client of Lorelai Design Studio, my role at Ampersand - formerly Mori - evolved into a permanent design lead role and ultimately to promotion to Design Director.*

- Led design on nimble and cross-collaborative “X-team” working on the alpha product iterations, market fit explorations, and usability testing
- Established branding, design patterns and UI developers to quickly adopt and implement. Thoroughly explored problems, pain points, and customer needs, and iterated rapidly based on usability and customer feedback.

### LORELAI DESIGN STUDIO OWNER, PRINCIPAL • LORELAI.COM • EST. MAY 2014

*Providing in-person and remote consulting expertise in web design, mobile design on both iOS and Android, user experience design, consumer branding and graphics.*

Client acquisition by referral only; satisfied, long-term client relationships. Clients include 23andme, DAQRI, Nuzzle, Kabam, Three Rings Design, Limbic Games, Tran&Dang Law, Doostang, Rosali Tea, Clearmob, ScreenDate, Ampersand.

**KABAM SENIOR DESIGNER, PUBLISHING & DISTRIBUTION** • KABAM.COM • AUG 2012 – MAY 2014

- Designed and launched Kabam Rewards loyalty program on mobile and browser platforms, for all games in Kabam's large portfolio
- Researched and presented strategic design insights, based on thorough competitive analysis, to various team members in marketing, leadership and design
- Optimized player conversion through user research and compelling, streamlined game/web experience design
- Modernized Kabam.com consumer frontpage to a responsive, grid-based layout
- Awarded patent in July 2018 for a new system and method for providing virtual items to guilds

**RAPTR INC LEAD DESIGNER** • JUN 2010 – AUG 2012

- Principal designer responsible for overall visual and user experience on website, desktop client, and mobile app
- Working with the CEO, Product, and UX, delivered meticulously researched social features focused on optimizing onboarding and re-engagement
- Increased daily active users by 400%, weekly unique users by 80%, time on site by 17%
- Key contributor on development team that launched Raptr's successful rewards program and partnerships

**CRYPTIC STUDIOS/ATARI WEB DESIGNER** • CRYPTICSTUDIOS.COM • DEC 2008 – JUN 2010

- Developed core site wireframe used on all Cryptic sites for a decade
- Created graphical concepts and assets for marketing and game developers
- Implemented and deployed HTML/CSS, using SVN, to consumer facing websites and game launcher
- Assisted game development teams with UI, HUD, and trading card design work

**SIX PLANS, INC FOUNDING MEMBER** • JUN 2007 – NOV 2008

- Web and mobile graphics designer, front-end developer, Employee #4 for a TechCrunch50 Finalist Startup
- Simplified travel planning through a combination of automation, public data, and a trust network
- Designed core features from the ground up, including concept, visual layout and interaction flows

**CKR INTERACTIVE INTERACTIVE AND PRINT DESIGNER** • CKRINTERACTIVE.COM • OCT 2005 – JUN 2007

- Responsible for all front-end online multimedia: HTML/CSS, Flash, Actionscript 2.0
- Assisted Creative Director with concept design, print design and production work

## PERSONAL PROJECTS AND VOLUNTEER WORK

### TAPROOT FOUNDATION

Pro-bono design work for nonprofits and social change organizations looking to create positive impact

### COHI INTERNATIONAL

Pro-bono design work for organization that partners with community based organizations around the globe, who provide services to women and children in need

### MEDUSA BLUES

Artist and colorist on a 2-woman webcomic project updated weekly from 2011-2013

### RPGAMER

Art columnist for a popular game website; media representative at Electronic Entertainment Expo (E3) in 1999 and 2000.

### THE ART CORNER

Popular RPGamer spinoff project dedicated to mentoring and networking online artists (2000-2005)

### MARVEL

Background colorist for Marvel (via Udon Entertainment) on Araña #1-7 and Amazing Fantasy #3