



# WEILING WU DECKINGA

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## EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY • BA, ART PRACTICE AND MUSIC

## PROFESSIONAL SKILLS

UX design, UX mentorship, UX management, Interaction design, Design leadership, Product design, Design systems, Info Architecture, Wireframing, Prototyping, Consulting, iOS/Android, Mobile web, native app design, Game UI, Visual design, Design sprints, Design thinking

## TOOL PROFICIENCIES

Photoshop, Illustrator, Sketch, Figma, Principle, InVision, LucidChart, Coda (HTML/CSS)



## CHEWY STAFF PRODUCT DESIGNER • APR 2023 - PRESENT

Designing the best shopping experience for pets (and pet parents) everywhere. As part of the core shopping design team, I ship customer-first designs in the e-retailer giant's critical conversion funnel (e.g. cart and checkout), uniting the customer's discovery and post-purchase experiences in the customer-first, delightful "Wow!" experience that Chewy.com is famous for.



## GOOGLE UX LEAD AND MANAGER • OCT 2021 - APR 2023

Launched Google Store's Account Hub, a UI framework and design system flexible enough to support years of post-purchase feature growth. My squad (4 designers, 2 UX writers, 1 UX program manager) supported 4 PMs, 1 director, and several front/backend engineering teams.

- Owned and delivered numerous order status, delivery tracking, and RMA (returns, repairs) customer experiences. Launched multiple net-new customer signals (tracking, exceptions, refund summaries, etc). Launches contributed to Google Store's 50+ point NPS increase, and 57% decrease in customer support calls, in 2022 alone.
- Led design team through hands-on guidance and mentorship. Codified squad UX design principles to guide UX designers and extended partners. Facilitated numerous product strategy workshops using design thinking and sprints.
- Group recipient of the DPSA HOW award from Rick Osterloh (SVP, Devices & Services) for expanding same-day, walk-in repair options in several countries.



## GOOGLE INTERACTION DESIGNER, TEAM LEAD • OCT 2018 - OCT 2021

Built the GStore Content Management System (GCMS) behind Google's OEM e-commerce platform - from scratch. Supported 40+ engineers, 2 PMs across two countries. Peer-led a UX team of 3. Today, GCMS continues to drive store.google.com's product catalog, merchandising pages, and promotion engine.

- Designed a complex, structured catalog hierarchy, capable of growing with our ever-expanding product offerings. Supported multiple teams of globally distributed operators by launching robust training videos, demos, and guides.
- Shipped the key CMS features that reduced catastrophic site leaks - from multiples per year to ZERO. Awarded Google Store's very first UX Ownership Award by Mauria Finley (VP, Google Store). Promoted with "superb" assessment (highest rating at Google).
- Reduced operational expenses by executing a smooth UX handoff to a cross-functional team in Bangalore. Created tools to measure platform efficiency/satisfaction. Codified a regular feature intake process to sustain platform growth, which was modeled in kind across the org.



## AMPERSAND DIRECTOR, DESIGN • MAR 2015 - AUGUST 2018

From UX consultant to design director at an Andreessen Horowitz (a16z) portfolio startup, I owned the publishing platform's end-to-end user experience, built a team, and created a thriving UX culture. Our app debut (BookCon, 2018) was praised for aesthetic and experience.

- Launched a robust writing platform and reading app for Top100 authors and their fans. Planned and conducted co-designs, usability studies with professional writers. Established branding, design patterns and UI. Collaborated with Product VP on feature direction, research planning, and prototype discovery and testing.
- Partnered with CMO and Content Director to deliver consumer-facing content and marketing campaigns; established an iterative workflow to adjust to research data.



DESIGN  
STUDIO

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

- Sole proprietor providing UX consulting expertise and team augmentation.
- Partial client list includes: 23andme, DAQRI AR/VR, Kabam, Three Rings Games, Limbic Games, Tran&Dang Law, Wildwonder, Ampersand, TBTM Studios powered by Amp.it



## KABAM SENIOR DESIGNER, PUBLISHING & DISTRIBUTION • 2012 – 2014

- Designed and launched Kabam Rewards loyalty program on mobile, browser platforms

- Led research in strategic design insights; presented to marketing, executive leadership
- Optimized player conversion through intuitive, scalable game-to-web user experiences
- Modernized Kabam.com consumer frontpage to a responsive, grid-based layout
- Awarded patent in July 2018 for a system/method for providing virtual items to guilds



## **RAPTR INC LEAD DESIGNER • 2010 – 2012**

- Working with the CEO, Product, and UX, researched and delivered design features, focused on optimizing onboarding and re-engagement on a social game platform. Increased DAU 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 • 2008 – 2010**

- Developed foundational site template, used on all Cryptic sites for 10+ years
- Implemented HTML/CSS (using SVN) to consumer facing websites and game launcher
- Assisted game development teams with UI, HUD, and trading card design work
- Shipped titles: Champions Online, Star Trek Online, Test Drive Unlimited 2

## **PERSONAL PROJECTS AND VOLUNTEER WORK**

### **UX MENTOR**

UX mentor at Google (3 mentees) and Chewy (2 mentees). Google outreach representative for UC Berkeley (alma mater) events

### **LEAD, GOOGLE DISABILITY ALLIANCE**

Co-led two Google ERGs in the Disability alliance: Caregivers@ and SuperSiblings@

### **COHI INTERNATIONAL**

Pro-bono design work for global organizations that identify and support at-risk women/children

### **GRACE HOPPER CELEBRATION (ANITAB.ORG)**

1:1 UX Mentor for women in tech

### **THE HIVE @ GOOGLE**

Volunteer teacher and workshop lead at the Google printmaking facility. Conducted 25+ events for various global team building events.

### **RPGAMER**

Game representative at Electronic Entertainment Expo (E3) in 1999 and 2000; Founder of “The Art Corner,” mentoring and networking digital artists (2000-2005)