



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, Information architecture, Wireframing, Prototyping, Consulting, iOS/Android, Hybrid views, Responsive design, Mobile web, Native app design, Figma, User flows, Flow diagrams, Visual design, Design sprints, Design thinking, Photoshop, Illustrator, Sketch, Figma, LucidChart.



CHEWY UX LEAD, CORE SHOPPING • APR 2023 - PRESENT

Crafting the best customer experience for Chewy's core shopping purchase experience. Our mission is to provide the best shopping experience for pets, pet parents, and partners everywhere. Since April 2023, I've:

- Launched multiple conversion features demonstrating measurable increase in AOV, CVR, and Checkout success rate. Conversion features launched in 2023 alone are expected to annualize to an incremental 15MM+ in merch revenue.
- Launched Donate in Cart in partnership with Chewy Gives Back, boosting visibility for shelters and rescues and increasing donations to partner shelters nationwide by 7.6x.
- Completely onboarded the purchase funnel (cart, checkout, and order confirmation) to Chewy's modernized design system, enabling rapid experimentation and development; proposed and contributed new design tokens to support scaling.
- Overseen all UX from partner teams developing in the purchase funnel. Provided mentorship to 4 design ICs. Co-founded a "Design in Balance" team wellness squad and blog, resulting in measurable upticks in design collaboration, self initiation, and self advocacy.



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 (UX) DESIGNER, TEAM LEAD • OCT 2018 - OCT 2021

Built the GStore Content Management System (GCMS) behind Google's OEM e-commerce platform from the ground up. 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 • 2015 - 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.



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 SR VISUAL 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 SR VISUAL 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

GOOGLE MENTORSHIP AND ERG LEADERSHIP

UX mentor at Google and Chewy. Google representative at UC Berkeley (alma mater) events. Co-led two Google ERGs in the Disability alliance: Caregivers@ and SuperSiblings@

THE HIVE @ GOOGLE

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

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

RPGAMER

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