WEILING WU DECKINGA

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EDUCATION

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

CHEWY STAFF DESIGNER, PURCHASE & DISCOVERY • APR 2023 - PRESENT

- **Flagship design initiatives:** Launched a comprehensive modernized checkout experience with statistically significant improvement in overall Checkout Success Rate, Autoship Order Rate, and latency reduction. Contributions in 2024 alone improved checkout success rate (CSR) by 90 basis points ($57MM annually).

- **Drove innovation in social impact design:** Launched *Chewy Gives Back: Donate in Cart*, a philanthropic initiative increasing nationwide shelter donations by 7.6x.

- **Orchestrated cross-functional UX strategy:** Created and deployed "Away Team" operational model, allowing 10+ multiple design teams to work in parallel within the core purchase experience.

- **Future Vision:** Leading the *Product Card North Star* project, defining scalable information architecture and visual frameworks across Chewy's most critical discovery experience. Aligned multiple stakeholders (between 3 major business pillars) to a new, scalable card information architecture and experimentation strategy.

- **Design culture and mentorship:** Co-founded the *Design in Balance* wellness program, fostering a collaborative and inclusive design culture during socioeconomic challenges. Mentored four IC designers, advancing their skills in design systems, stakeholder communication, and UX leadership.

GOOGLE UX LEAD AND MANAGER • OCT 2021 - APR 2023

- **Designed Google Store's Account Hub:** Led a large scale ideation workshop that built prioritization alignment across a wide group of stakeholders. Designed a scalable post-purchase informational architecture, ready to scale for future roadmap features. Led a cross-functional team of 7 supporting 4 PMs, 1 Dir, and multiple engineering teams.

- **Improved customer experience metrics:** Within the year, successfully launched the first post-purchase experience update, delivering features like improved order status notifications, accurate tracking updates, exception handling, and refund summaries, contributing to a 50+ point NPS increase and a 57% reduction in support calls in 2022.

- **Recognized for impact:** Winner of DPSA HOW Award for enabling same-day, walk-in repair options globally through detailed experience flow diagrams and cross-functional collaboration.

GOOGLE INTERACTION DESIGNER • OCT 2018 - OCT 2021

- **Built a foundational e-commerce platform:** Designed and launched the GStore Content Management System (GCMS), powering Google's OEM e-commerce operations. Supported 40+ engineers and 2 PMs across two countries.

- **Designed scalable catalog hierarchy:** Led team of 5 to create a structured, flexible catalog framework, enabling growth for expanding product offerings. Developed *"Teach the Teacher"* training program with videos, demos, and guides for globally distributed site operators, and "GCMS 101" which successfully onboarded the entire org onto GCMS.

- **Enhanced operational efficiency:** Delivered CMS features that eliminated site leaks (from multiple incidents annually to zero). Reduced costs through a seamless UX handoff to Bangalore teams. Advocated for platform health, securing ongoing resource allocation for sustained improvements.

- **Recognized for Impact:** First UXer to win GStore Ownership Award for CMS work; Promoted with a "superb" (highest possible) performance rating.

AMPERSAND DESIGN DIRECTOR • 2014 - 2018

Led UX at a16z portfolio startup: Built and managed a UX team of 3, serving as a player-coach. Conducted co-design sessions and usability studies with professional writers, creating design patterns and UI informed by user feedback. App debut showcased at BookCon 2018.

KABAM SR VISUAL DESIGNER, PUBLISHING & DISTRIBUTION • 2012 – 2014

Designed and launched the Kabam Rewards loyalty program, driving player engagement and optimizing conversion rates. Conducted strategic user research to align design with business goals and provided actionable insights for marketing and executive leadership. Awarded a 2018 patent for a system enabling virtual item distribution to guilds, enhancing player collaboration.

RAPTR INC VISUAL DESIGNER • 2010 – 2012
Optimized onboarding and re-engagement on a social game platform. Increased DAU by 400%, weekly unique users by 80%, time on site by 17%

CRYPTIC STUDIOS/ATARI DESIGNER • 2008 – 2010

Developed foundational site templates, used in Cryptic publishing for 10+ years. Assisted game development teams with UI, HUD, and trading card game design. Shipped titles: Champions Online, Star Trek Online, Test Drive Unlimited 2

PERSONAL PROJECTS

Mentorship and Leadership
- UX mentor at Google and Chewy, supporting 2-4 mentees at a time
- Google representative at UC Berkeley (alma mater) events
- Co-led two Google ERGs in the company-wide Disability Alliance
- Co-lead at the Google HIVE, a printmaking facility; conducted 25+ global team building events

Pro Bono and Volunteer Work
- COHI international: Pro-bono design for organizations that support at-risk women/children
- AnitaB.org's Grace Hopper Celebration: 1:1 UX Mentor for women in tech

PROFESSIONAL SKILLS

UX design, mentorship, management; Visual, interaction, product design; Design leadership; Design systems, Information architecture, Wireframing, Prototyping, Consulting, iOS/Android app design and mobile web hybrid, responsive design; User flows, Flow diagrams, user journeys, usability research, customer-centric design thinking; Photoshop, Illustrator, Sketch, Figma, LucidChart