

# WEI-LING LORELAI WU

Senior Visual Designer • Freelance Artist

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## EXPERIENCE

### Software

Photoshop  
Illustrator  
Flash  
Coda  
Balsamiq  
Mac OS & Windows

### Knowledge

HTML and CSS  
Web Design  
Game HUD Design  
Product Design  
User Interaction Design  
Wireframes  
Storyboards/animations  
Illustrations and comics

### Game Credits

Champions Online  
Star Trek Online  
Test Drive Unlimited 2  
Dr. Who: Worlds in Time

## WORK EXPERIENCE

**Raptr Inc** • raptr.com • 06/2010 – Present

*Lead Visual Designer*

- Lead designer for all user-facing products
- Helped re-design entire site, both visually and functionally
- Successfully implemented complex interaction flows with executive team, PMs, marketing, and frontend engineers
- Visually re-tooled Raptr.com to help players get more organized, useful, and engaging data out of their games
- Manage offsite contractor designers

**Cryptic Studios/Atari** • crypticstudios.com • 12/08 – 06/10

*Web Designer for Cryptic Studios and Atari*

- Principal web designer on all major Cryptic/Atari IPs
- Developed core website wireframe still being used today
- Created website assets and implemented with HTML/CSS
- Designed some in-game UI for *Star Trek* and *Champions*
- Well-reviewed and highly valued team member

**Six Plans, Inc** • goplanit.com • 06/07 – 11/08

*Founding Member, Designer of Shiny Things*

- Founding visual and UI designer for ambitious startup in SF
- Developed visual ideas to present complex travel planning options, such as landmarks, prices, and ratings
- GoPlanit.com team selected as finalists for TechCrunch50

**CKR Group Inc** • ckrgroup.com • 10/05 – 06/07

*Interactive and Print Designer*

- Responsible for recruitment advertising print designs, website designs, HTML, CSS, A/V multimedia, Flash work
- Worked with Creative Director to develop assets
- Met directly with clients to understand their needs

## NOTABLE EXTRACURRICULARS

- **Medusa-Blues.com:** Artist of a weekly webcomic, started in February 2011
- **Studio Lore (Freelance work):** Illustrations commissioned by private clients; design work for Three Rings, Doostang, Vibio, UC Berkeley and others
- **Marvel/Udon Entertainment:** Background colorist for Marvel comic *Araña* #1-7, and *Amazing Fantasy* #3
- **Taproot Foundation:** Created print assets for the Greater Richmond Interfaith Program
- **The Art Corner:** Founded and led a strong, well-known online community dedicated to aspiring artists
- **RPGamer.com:** Popular Internet personality on a gaming news website; E3 Media Representative in 1999 and 2000

## EDUCATION

**University of California at Berkeley** • 1998 – 2002

*BA, Art Practice & Music (double major)*

Courses: CG Production; Digital Media History, Theory and Interpretation; Adv. Figure Drawing; Adv. Drawing and Composition; Computer-aided Rendering and Animation.

## HOBBIES

- Long distance running (Nike Women's Marathon finisher)
- Arts and crafts (sewing, upcycling, jewelry making, etc.)
- West Coast Swing and Chinese folk dance
- Former competitive musician and music teacher
- Do-it-yourself enthusiast

## REFERENCES

Contact information provided upon request