

Winston Gu

Designer who touches code

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SUMMARY

I like to design experiences and build them. My work falls into categories like game UI, web development, hero app building, and building AI agents. I'm most interested in the intersection of product, games, and emerging creative tooling.

EDUCATION

University of Southern California

Bachelor of Fine Arts in Interactive Media and Game Design

Minor in Programming & Interactive Experiences

Relevant Coursework: User-Research, Generative AI in Games, Dev Lab (playtesting + iteration)

Los Angeles, CA

Expected May 2028

SKILLS

AI & Emerging Tech: Claude Code, Gemini API integration, generative AI pipelines, agentic systems.

Design & UX: UI/UX design, information architecture, wireframing & prototyping, playtesting, feedback synthesis, design systems, atomic design principles, component libraries, live-ops UI, accessibility standards, design handoff & documentation.

Tools: Figma, Photoshop, Procreate, Premiere Pro, Unity, Unreal Engine 5, Next.js, React (+Native), Tailwind.

Programming: C#, C++, HTML/CSS/JS.

Languages: English (native), Mandarin Chinese (native), Japanese (beginner).

EXPERIENCE

Lilith Games

Farlight 84 Hero Development Intern

Shanghai, China

March 2024 - April 2024

- Benchmarked player retention patterns across 4+ hero archetypes in competing FPS titles, translating competitive analysis into actionable character design recommendations presented directly to senior leadership.
- Analyzed player behavioral patterns using Perplexity for polished reports on usability results.
- Audited seasonal live-ops content cycles and distilled UX recommendations into stakeholder-ready briefs, influencing content direction for an active title.
- Contributed to hero concept development discussions, focusing on readability, dramatic identity, and player-facing clarity.

[Formula E Racing Club](#)

Web Designer & Developer

USC

September 2025 - Present

- Engineered a fully responsive website in Next.js, React, and Tailwind from the ground up, integrating custom graphics and a scroll-driven interaction system built for performance across devices.
- Established design-to-development handoff processes across media and creative teams, documenting component decisions and maintaining consistency through multiple production cycles.
- Ran iterative usability testing with both design-literate and general audiences, using findings to validate and refine interface decisions across multiple release cycles.

Project Disciple

UI Designer

USC Games LiveOps Department

January 2026 - May 2026

- Contributed to and extended a production design system, building reusable UI components for live events that maintained visual and functional consistency across menus, overlays, and seasonal content releases.
- Partnered with product and engineering through iterative design reviews, translating cross-functional feedback into polished UI revisions under active production timelines.

PROJECT HIGHLIGHTS

Full portfolio: <https://winston-portfolio-web.vercel.app/>

Trip Planner AI Agent — TRAE.ai Hackathon (24hr)

- Built and shipped an AI trip-planning agent embedded into iMessage group chats using **Photon's** real-time SDK and **MiniMax**, enabling context-aware coordination without leaving the conversation.
- Designed a conversational onboarding flow in addition to an iMessage extension that prompted group members for trip preferences, then synthesized responses into a structured plan with venue links, reservation options, and travel insights.
- Integrated **Gemini** for agentic web research, enabling the agent to autonomously surface live location data, hours, and booking availability in real time.

The Sublime (Unreal Engine 5.6) - Game Jam (1 month)

- Rapid-prototyped core gliding mechanics across 5+ playtesting sessions with non-gamers, identifying friction points in control mapping and shipping a simplified input scheme that improved first-session completion.
- Owned UI, blueprint logic, and world layout end-to-end for a third-person open-world experience, resolving tension between visual immersion and HUD readability through iterative design testing.

Assassin's Weakness is Love (Unity) - 2 Developer Project

- Brokered a design conflict between two divergent gameplay visions by proposing a level-driven mode-switching framework, turning creative tension into a unified, intentional player journey.