

WordU — Mobile Game (2013–2015)

A vocabulary-building multiplayer word game designed to bring strategy, speed, and playful competition to everyday players.

Role: Product Designer • UI/UX • Game Branding • Motion • Marketing Design



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Overview

WordU is a word-building mobile game where players compete to create word chains under time pressure. The game includes four modes — Rapid-Fire, Endless, Target, and Rally — each designed to test speed, vocabulary, and strategy.

This was my first large independent game design project, created during my early years at a startup. I designed everything end-to-end: UX, UI, branding, animations, onboarding flows, and even the marketing site + gameplay trailer.

The game went through multiple iterations between 2013–2015, shaped by player feedback and rapid prototyping. We didn't have the funds to scale distribution, but players who tried it loved it — and it remains one of my earliest examples of multi-role product ownership.

My Role

- UX + UI Design
- Game Branding
- Motion/Trailer Design
- Icon + Logo Design
- Gameplay tutorial (After Effects)
- Website + Marketing Posters
- Entire mobile experience (iOS)

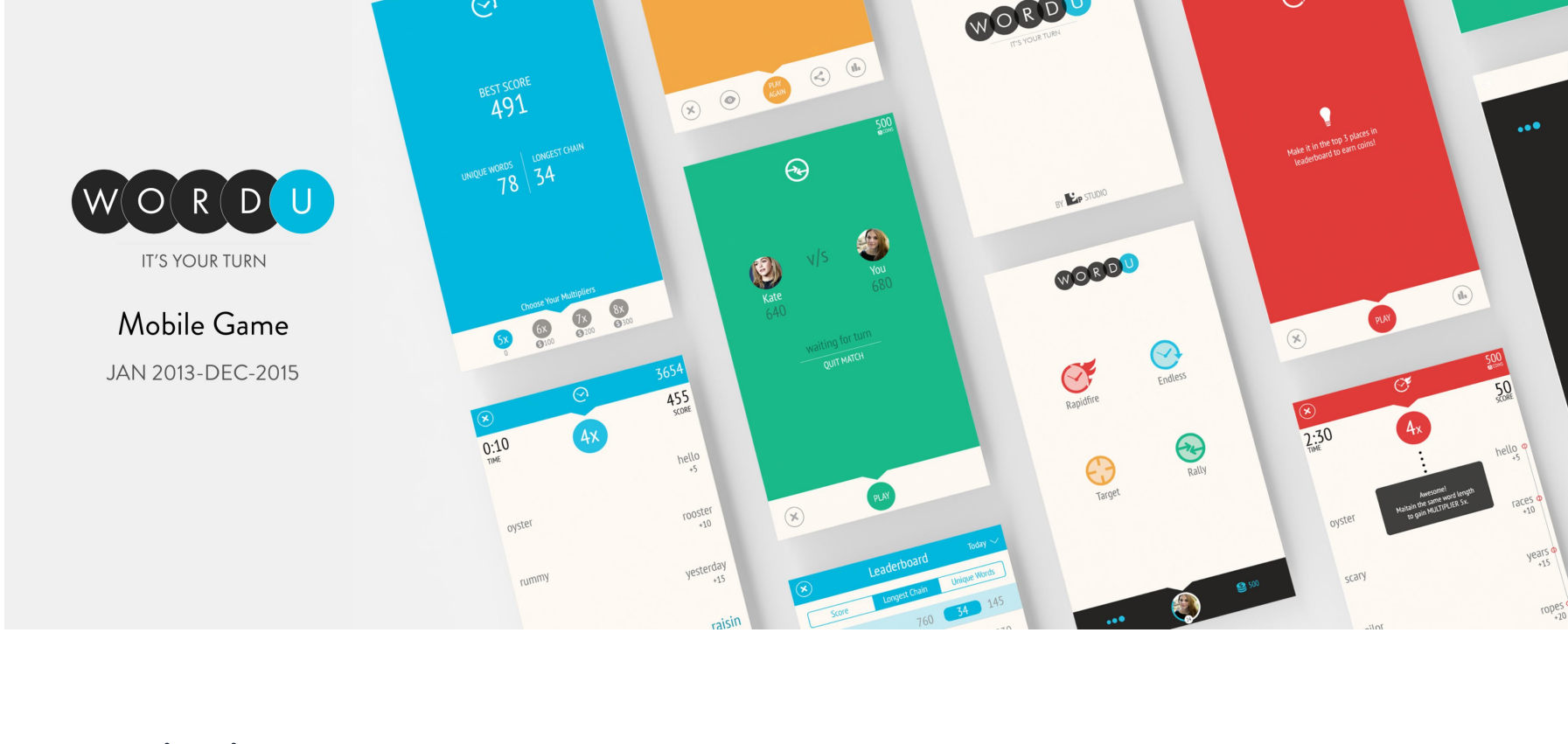
Why I Designed It

This project taught me how to shape an entire product from scratch — mechanics, flows, pacing, and user clarity. It also taught me that game UX is all about balancing challenge, simplicity, and speed.

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Game Modes



Rapid-Fire

180 seconds. Build as many words as possible. Highest score wins.

Endless

No time limit. Keep building words until you run out of valid moves.

Target Mode

Hit a specific score in limited attempts.

Rally

Compete one-on-one and climb the leaderboard.

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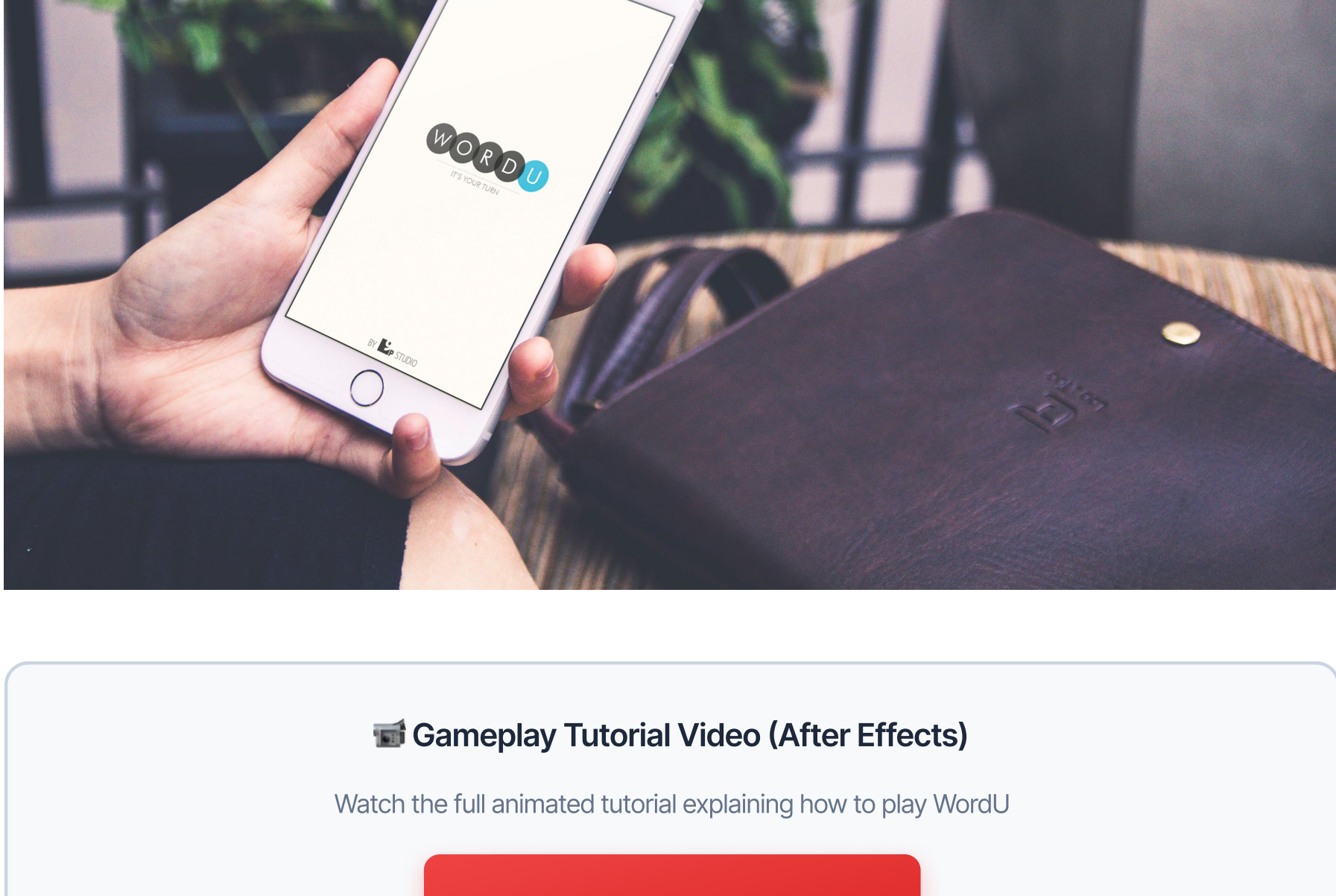
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Designing The Gameplay Flow

I kept the UX lightweight and fast — single-thumb controls, clear color-coded modes, and instant transitions. Minimal UI elements kept players focused on the core challenge: building words before time runs out.

Key UX decisions:

- Color-coded modes for instant recognition
- Zero-tap onboarding
- Large, high-contrast word tiles
- Haptic pacing & micro-delights to reward progress



Gameplay Tutorial Video (After Effects)

Watch the full animated tutorial explaining how to play WordU

Watch Tutorial on YouTube

youtu.be/jYcVxr531Gs

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Branding & Icon System

The logo was inspired by circular letter tokens commonly used in word games. The color palette communicates competitiveness + playfulness. I also created animated loading symbols and motion graphics for the game trailer.

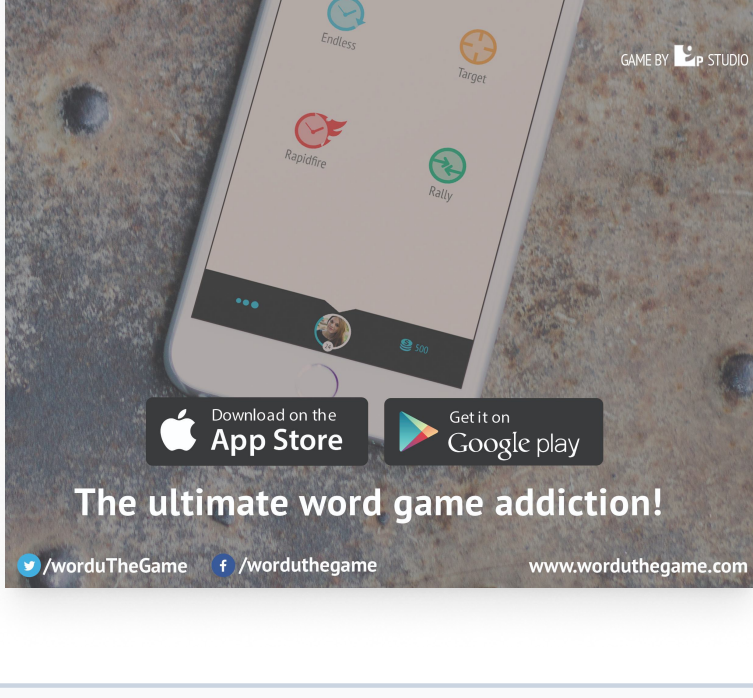
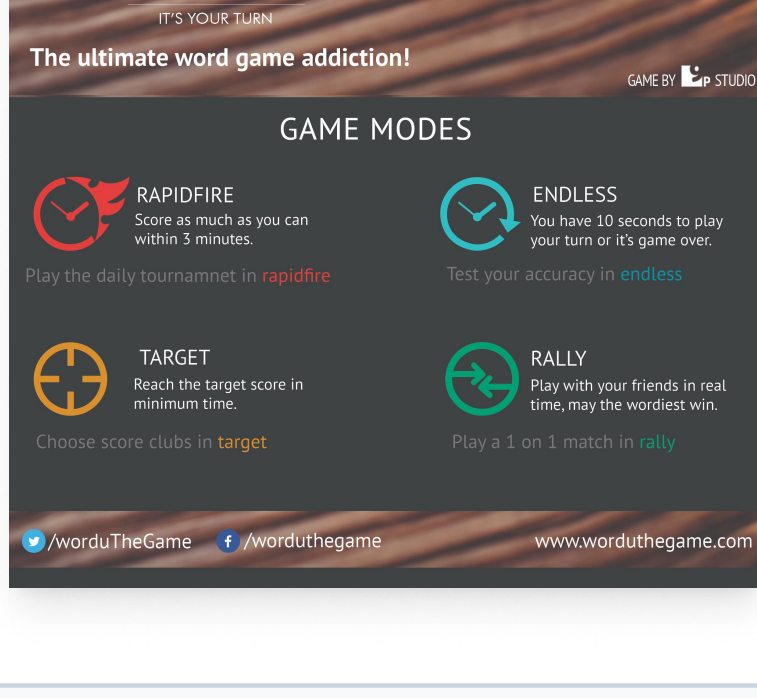


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Marketing & Launch

I designed the launch posters, social graphics, app store mockups, and gameplay video. This was my introduction to multi-disciplinary design — blending UX, UI, branding, animation, and storytelling.



WordU Promo Video (After Effects)

Watch the official gameplay teaser showcasing WordU's features and visual design

Watch Promo on YouTube

youtu.be/KXIG2d7PBGM

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Design Evolution

Multiple iterations of the app design showing the evolution of UI patterns, color schemes, and user flows throughout the development process.



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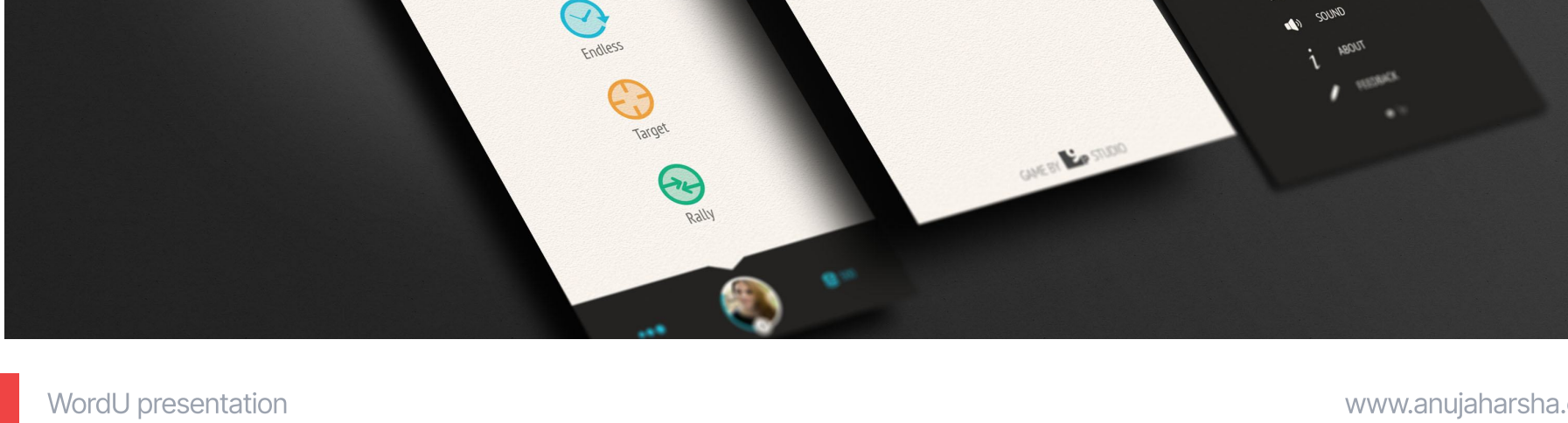
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What I Learned

- End-to-end ownership shaped my product instincts early in my career
- How to design for speed, clarity, and flow
- How to translate gameplay mechanics into simple UX
- How branding + motion elevate the perceived quality of a product

Outcome

While we couldn't market at scale, WordU helped me build foundational UX, UI, branding, and product thinking skills — and set the tone for how I approach multi-disciplinary work even today.



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