

Cecillia Wu

PRODUCT DESIGNER

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UX/Product designer with a bachelor's in Creative Product Design; experience in complex enterprise products, data-heavy workflows, B2C, and B2B products. Delivered measurable collaborations across teams in Taiwan, Europe, US, and Japan. Proven track record of thriving in fast-paced startup environments, embracing rapid iteration, and delivering scalable, enterprise-grade solutions through human-centered design.

EXPERIENCE

TREND MICRO Sr. Experience Designer 2025 - 2026

- Drove a 140% increase in trial downloads and 135% retention improvement by leading the redesign of the multi-page consumer website that serves millions of users.
- Partnered with cross-functional teams across Taiwan, US, Europe and Japan to align product requirements and deliver localized web experiences for diverse user groups.
- Leveraged AI prototyping to rapidly explore concepts and transforming design hypotheses into validated, data-backed solutions.

TREND MICRO (CTOne) Founding Designer 2023 - 2025

- Designed the 0→1 experience of data-heavy B2B cybersecurity solution, simplifying complex threat detections into intuitive dashboards, field maps, and high-level device controls.
- Spearheaded the design of the key management console, enabling centralised control across three enterprise security solutions.
- Established a robust design system to accelerate production, driving consistent standards and 53% faster development time.
- Extended product design into go-to-market experiences, creating product demos, social campaigns, exhibition booths, print materials, and event assets.

REDBLACK DESIGN Visual Designer 2021 - 2022

- Contributed to visual and branding design for 12+ governmental and international clients, collaborating with teams of 3–4 designers across concurrent projects.
- Designed the corporate identity system for New Taipei Metro, translating transportation infrastructure and public-sector requirements into a cohesive visual system.
- Led pitch presentations that resulted in 10+ successful tenders, aligning design direction with client strategy.
- Worked directly with clients to resolve design challenges, communicate trade-offs, and maintain alignment from concept through delivery.

SATOYAMA DESIGN Social Design Intern 2019

- Surveyed 50+ users and participated in user interviews, research, visual design, and trilingual translation to generate insights for the Japanese tourism market.
- Collaborated on the development of a sustainable tour experience for Kyoto's Keihoku area, contributing to a 60% increase in tourism over 3 years.

EDUCATION

Creative Product Design BDes 2021

I-Shou University
Teaching assistant
Young Pin Design Award
Youth Innovative Design Award
Radiant Op-Electronics Design Award

LANGUAGES

English
Mandarin

SKILLS

User Experience (UX)	Storytelling
User Interface (UI)	Journey Mapping
Info Architecture	User Interview
Product Design	Public Speaking
Rapid Wireframing	IOS Interface
Rapid Prototyping	Android Interface
Accessibility	

TOOLS

Figma
Claude Code
Cursor
Replit
SQL
Notion
Adobe Creative Suite
HTML5
CSS3