

Cecillia Wu

PRODUCT EXPERIENCE DESIGNER

Experience: 4+ years

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★ cecilliaw.com

Strategic and impact-driven product designer specializing in complex, data-dense SaaS platforms and AI-driven workflows. Experienced in owning the end-to-end design process to translate frontier AI capabilities into intuitive, easy-to-use interfaces that significantly reduce cognitive load for users. Proven track record of thriving in fast-paced startup environments, embracing rapid iteration, and delivering scalable, enterprise-grade solutions through human-centered design, robust Figma component libraries, and close cross-functional collaboration.

EXPERIENCE

TREND MICRO Sr. Product Designer (Consumer) July '25 - May '26

Owned 0-to-1 design of data-heavy B2B security solution, contributing to 42% reduction in user errors and endorsed by four major telecom operators. Improved SOC analysts response time by simplifying complex threat detection workflows into accessible interfaces.

Led the redesign of a multi-page website and platform for consumer-facing solutions, leveraging new and existing data to deliver localized, user-centric design variations serving millions of users.

Worked closely with teams in Taiwan, Texas, and Japan to design and launch tailored web experiences optimized for a diverse user base.

Utilizing vibe coding, Claude Code, Figma Make, and AI-assisted prototyping to rapidly explore concepts, validate solutions, and accelerate cross functional delivery.

TREND MICRO Visual Designer (Enterprise) Feb '23 - July '25

Collaborated with developers to address a real-world challenge and designed the main SaaS-based management console, enhancing centralized control across 3 solutions.

Designed a scalable component library and improving design consistency, resulting in 53% reduction in development time across product iterations. Defined company CIS guidelines, ensuring cohesive branding across all marketing assets.

Created diverse marketing materials - including product demo videos, social media ads, exhibition booths, printouts, brand swags - to elevate brand visibility at industry events.

REDBLACK DESIGN Visual Designer Aug '21 - Aug '22

Worked with the team to design New Taipei Metro's corporate identity system. Won over 10+ tenders by leading compelling pitch presentations that aligned design vision with client strategy.

Collaborated with a 3-4 designers to deliver brand system designs for 12+ clients, including government and international companies.

Supported project management by communicating directly with clients, solving design challenges, and ensuring each project stays aligned and on track from start to finish.

EDUCATION

Bachelor's - Creative Product Design I-Shou University

Teaching assistant and mentor

LANGUAGES

English

Mandarin

AWARDS & PRESS

Young Pin Design Award (Craft)

La Vie Magazine

Vogue Magazine

SKILLS

User Experience (UX)	Storytelling
User Interface (UI)	Journey Mapping
Experience Strategy	Accessibility
Info Architecture	User Interview
Product Thinking	Public Speaking
Rapid Wireframing	Creative Thinking
Rapid Prototyping	Communicator
A/B Testing	AI Experiences

TOOLS

Figma

Claude Code

SQL

Notion

Adobe Creative Suite

HTML5

CSS3