

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

LANGUAGES

English
Mandarin

AWARDS & PRESS

Young Pin Design Award

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