

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, advertising, B2C, and B2B products. Delivered measurable collaborations across teams in Taiwan, Europe, US, and Japan.

EXPERIENCE

TREND MICRO Sr. Product Designer, Consumer

2025 - 2026

- Designed 0→1 data-heavy B2B cybersecurity solution, simplifying complex threat-detection workflows and contributing to a 42% reduction in user errors.
- Led the redesign of a multi-page consumer web experience serving millions of users, driving a 140% increase in trial downloads and 135% improvement in retention.
- Partnered with cross-functional teams across Taiwan, US, 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 Visual Designer, Enterprise

2023 - 2025

- Drove 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

- Led 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 contributed to 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 Creative 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

2nd in graduating class

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

Replit

SQL

Notion

Adobe Creative Suite

HTML5

CSS3