



MORPHEUS CHEN

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Product Leader – PM × Design × Growth. Building AI-Accelerated Systems That Build Products

Product leader with 13 years across consumer tech, trading products, and growth. I've led as a designer, a PM, and a growth lead – and now build the systems that connect all three, using AI to compress work that took teams weeks into days. Non-engineer who ships working software.

AI STACK

AI-assisted development – solo-built apps & games

LLM workflows – copy 11+ languages, data analysis

Experiment infra – A/B frameworks, data dashboards

EDUCATION

MA, Design

National Taiwan University of Science and Technology
2008 - 2011

Design & Technology

Parsons School of Design, one-year study, full scholarship from Taiwan
2009 - 2010

CERTIFICATE

Certified Scrum Product Owner

HFI UX Analyst

INDEPENDENT – AI Product Builder Mar 2026 – Present

- Quill – open-source macOS AI assistant (select text → hotkey → AI in place); built solo in under a month, codebase on GitHub with product landing page.
- Math Hunter (in development) – game teaching kids arithmetic, with a parent view surfacing where each child struggles.

BITMART

Growth & Experimentation Lead OCT 2025 – FEB 2026

- First experimentation hire; built from 0 to 1, A/B infra, data dashboard, weekly experiment cadence, and grew it from solo into a dedicated team.
- Ran 20+ rapid experiments validating activation and retention levers; peak ROI of 929% across 5 validated growth models handed to product teams to scale.
- Built the experiment workflow with AI at every layer (ideation, execution, analysis), cutting cycle time from weeks to under one week (70% compression).
- Built an internal dashboard integrating live exchange data in 3 days, against a two-month engineering estimate.

WOO NETWORK

Product Design Lead OCT 2024 – OCT 2025

Led the design team from Mar 2024 while still Lead PM

- Owned design across WOO X (CEX), WOOFi (DEX), and Orderly; design system reached 100% adoption on mobile and web.
- Cut iteration cycles 60% through systemized components and structured review processes.

Lead Product Manager, from Product Manager

NOV 2020 – OCT 2024

- Built the core trading platform from the ground up: spot, margin, derivatives, wallet, referral, and staking.
- Scaled to \$240B annual trading volume and a top-10 global exchange ranking.
- Launched social trading: \$893M trading volume and \$6.98M AUM within 3 months; trading UX rated 4.6/5.

MOZILLA CORPORATION

Staff Product Manager • Staff Product Designer DEC 2014 – Aug 2020

- Grew from designer to PM; initiated Firefox ScreenshotGo (100K+ installs, 4.6 on Google Play) and shipped Test Pilot products to 10M+ users.

HTC, UX/UI Designer JAN 2013 – DEC 2014