

# CHEN MORPHEUS

🏠 [www.morpheuschen.com](http://www.morpheuschen.com)  
✉ [morpheus0921@gmail.com](mailto:morpheus0921@gmail.com)  
☎ +886 952-085-129

## Building AI-Driven Systems That Accelerate Product, Design & Growth

Product & Growth Leader with 10+ years of experience across Web3, crypto exchanges, and consumer technology. Design-rooted background with a focus on building systems that integrate product, design, and growth — improving how teams operate, experiment, and scale under high ambiguity.

## EDUCATION

**MA, Department of Design**  
National Taiwan University of  
Science and Technology  
2008 - 2011

**MFA, Design & Technology**  
Parsons School of Design  
2009 - 2010

## CERTIFICATE

**Scrum Product Owner**  
Scrum Alliance

**User Experience Analyst**  
Human Factors International

**Leading for Creativity**  
IDEO

## BITMART

### **Growth Hacker Lead** Oct 2025 – Feb 2026

- Built and led a scalable growth experimentation system to validate activation and retention levers.
- Designed experiment frameworks combining behavioral psychology and user segmentation, enabling rapid testing without product dependency.
- Delivered high-impact experiments achieving up to 300% ROI, validating repeatable growth patterns.

## WOO NETWORK

### **Product Design Lead** Mar 2024 - Oct 2025

- Defined and scaled design systems across WOO X (CEX), WOOFi (DEX), and Orderly, achieving 100% adoption.
- Improved design workflows through systemized components and structured review processes, reducing iteration cycles by 60%.
- Expanded design scope into research and validation, strengthening team decision quality and cross-functional alignment.

### **Lead Product Manager, Former Product Manager**

Nov 2020 - Oct 2024

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

## MOZILLA CORPORATION

### **Staff Product Manager** Jan 2020 - Aug 2020

- Initiated and led Firefox ScreenshotGo, reaching 100K+ installs and scaling Test Pilot features to 10M+ users.

### **Staff Product Designer, Former Senior Product Designer**

Dec 2014 - Jan 2020

- Delivered experimental products into production, including Send and Test Pilot.

### **HTC, UX/UI Designer** Jan 2013 - Dec 2014