



MORPHEUS CHEN

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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

WORK EXPERIENCE

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 929% 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