



Hi, I am Rock Wu

吳孟修

Rock Wu • UX Designer

Contact

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[LinkedIn](#)

About me

Graduated from National Chengchi University with a degree in Philosophy.

Skilled at breaking down complex problems into clear, testable design solutions from a user-centered perspective, and communicating effectively with stakeholders. Thrives in fast-paced, uncertain environments, creating products that are both practical and engaging.

Experienced in both agency and in-house teams, with 0→1 and iterative product work across finance, IoT, SaaS, and enterprise systems, contributing to research and design strategy.

Background in edutech and payment startups, with knowledge of digital marketing and conversion. Enjoys cross-disciplinary challenges and has received competition recognition.

A gamer, fitness enthusiast, live music lover, and meme connoisseur.

Experience

#Startup#O2O#FinTech

網三數據有限公司 • **Product designer** 2025~2026

- Led Web/App design, planned user flows, and translated them into production-ready UI
- Collaborated with outsourced dev teams to ensure on-time, on-quality product launches
- Continuously improved the product using field observations, user interviews, surveys, and app reviews
- Reached 10K users within one year of launch

#Web3#Crypto#FinTech

禾亞數位科技有限公司 • **UX designer** 2023~2025

- Led Web/App design — gathered requirements, untangled regulatory and technical logic, and defined feature flows
- Supported junior UI designers in building and maintaining the design guideline and visual consistency
- Drove multiple product iterations, helping the platform grow to become one of Taiwan's top 3 crypto exchanges

#DesignAgency#MultiDomain#DesignPitch

果思設計有限公司 • **UX designer** 2019~2023

- Led end-to-end design projects — from client interviews, research, and planning through pitching, screen, and flow design
- Delivered 4 web projects, 6 app projects, and 6 design pitches during tenure
- Over 70% of projects led to long-term partnerships or new project engagements

#DesignAgency#GovernmentTender#Healthcare

鴻鼎資訊有限公司 • **UX/UI Designer** 2017~2019

- Led mobile product development from requirements and planning through to final design deliverables
- Established standardized design and development workflows for projects
- Planned and ran internal training programs to align design and dev teams, improving meeting quality
- Delivered 9 app projects within two years

#Startup#EdTech#OnlinePlatform#SaaS

群體資訊有限公司 • **Co-Founder** 2016~2017

- Led product and brand identity design, and owned marketing strategy
- Won Best Potential Award at Appuniverz #2016
- Selected into AppWorks Accelerator Batch #13