

DAVID CHENG

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BRIEF

David brings 19+ years of Quality Engineering experience, specializing in Hardware and Software validation for consumer and commercial products.

Proven ability to drive product quality across the lifecycle, from design and supplier quality management to production and field performance.

A flexible and analytical problem-solver, adept at tailoring testing methodologies to project requirements. Known for a logical approach to root cause analysis, developing clear documentation, and enhancing testing coverage through innovative methods.

Eager to apply expertise to drive product quality and project success.

EDUCATIONAL BACKGROUND

2001~2005

I-SHOU UNIVERSITY

Bachelor of Industry Engineering and Management

LANGUAGES: Native in Mandarin, Fluent in English

EMPLOYMENT HISTORY

Aescape

(The World's Most Advance Robotics Massage)

From Sep. 2024 to Mar. 2025

Position: **Senior SW Quality Assurance**



Responsibilities:

- **Led end-to-end software testing efforts and was responsible for the comprehensive creation of SW test cases**, ensuring the delivery of high-quality and reliable software releases for Aescape's advanced robotics massage technology.
- **Demonstrated proficiency in Linux environments and Docker container services**, leveraging these skills to effectively test and validate software deployments and infrastructure.
- **Experienced in the utilization of key tools such as Datadog, Segment, and Jira**, employing them for robust system monitoring, in-depth data analysis, and efficient issue tracking throughout the software development lifecycle.
- **Provided timely and effective L2 support to field partners and members**, efficiently resolving critical issues related to the production massage table, ensuring smooth operation and customer satisfaction.
- **Managed the Taiwan Software Quality Assurance (SWQA) lab**, overseeing all software testing processes, optimizing testing infrastructure, and ensuring the quality standards of software developed in Taiwan.

Peloton

From May. 2019 to Sep. 2024

Position: **Director, Product Quality, Verification/Validation, and Reliability**



Responsibilities:

- **Oversaw comprehensive Quality strategy and execution for console and Row product lines**, driving improvements across design, supplier selection, production processes, and field performance to elevate overall product quality.
- **Invented and spearheaded the development of the End-to-End User Testing (Full System Integration Testing) framework and its standardized processes** for all Peloton connected fitness devices (Tread, Bike, strength, and Row), a critical initiative that became indispensable in proactively identifying and resolving numerous early failures (within the first year) and complex system integration issues before product release.
- **Built and effectively led a high-performing team and established a comprehensive engineering lab in New Taipei City**, equipped for E2E user testing, mechanical material and structure testing, environmental testing, life testing, RF performance testing, and audio performance testing, significantly enhancing in-house testing capabilities.
- **Successfully implemented numerous key initiatives to promote company OKRs and a culture of quality**, including the establishment of robust issue review processes, risk rating formulas, comprehensive test coverage review methodologies, streamlined JIRA structure optimization, optimized product quality working processes, enhanced system/component level reliability strategies, and the standardization of global lab test procedures.
- **Served as the primary interface and key representative for all Taiwan-based Quality functional teams**, encompassing Product Quality management, Verification & Validation, Reliability, Supplier Quality, and Production Quality teams, while also providing strategic oversight for the operations of two in-house hardware testing labs in Taiwan.

Gossamer Engineering

(Tech Product Dev. Consultant Company)



From Sep. 2017 to May. 2019

Position: **Engineering Validation**

Responsibilities:

- Spearheading early engagement initiatives from the prototype stage to establish robust reliability goals and define comprehensive reliability requirements.
- Collaborating with engineering teams to develop and facilitate DFMEA, ensuring thorough severity definition and stakeholder buy-in.
- Strategically aligning module and system-level specifications, incorporating margin analysis to optimize product resilience.
- Employing a flexible approach to testing specifications, prioritizing product benefit while conducting rigorous risk assessments to gain a realistic understanding of potential issues.
- Developing On-going Reliability Testing (ORT) thresholds and meticulously documenting lessons learned for continuous improvement.

Accomplishment:

- Contributed to the reliability of Meta (Facebook) Portal Plus and Portal products.

Design SHIFT

(Tech Product Dev. Consultant Company)

From July. 2016 to Aug. 2017

Position: **Senior Quality Manager**



Responsibilities:

- **Led overall Quality Assurance efforts to validate new technology projects primarily for Silicon Valley customers.** My responsibilities encompassed a diverse range of product types, including handheld/mobile devices, smart appliances, and other consumer smart devices.
- **Actively participated in product hardware quality definition activities,** contributing to the establishment of robust quality standards from the initial stages of product development.
- **Defined appropriate performance targets for environmental and reliability testing,** ensuring products met stringent durability and operational requirements.
- **Established relevant tests and test procedures, and critically reviewed pass/fail criteria from an overall QA perspective** (Software Engineering, Electrical Engineering, Mechanical Engineering) to guarantee comprehensive quality assessment.
- **Meticulously monitored testing progress and tracked the implementation of effective countermeasures for identified failures,** ensuring timely resolution and preventing recurrence.
- **Developed and implemented production quality plans, continuously monitored quality improvements, manufacturing procedures, and the final assembled product quality at overseas manufacturing sites,** ensuring consistent high-quality output.
- **Accomplishment:**
Smart healthcare Air Purifier (molecule); Smart Automotive Safe Cam (Nauto) ;
Nextbit Smart Phone

Intel Corporation – New Device Group

From Mar. 2016 to July. 2016

Position: **Quality and Reliability QA**



Responsibilities:

- Defined quality and reliability test plans for wearable consumer devices like Smart Watches and Smart Glasses.
- Managed collection of test data and conducted teardowns and failure analysis for product improvement.
- Maintained mass production quality for TAGHeuer Connected, ensuring high standards were met consistently.
- **Skills:** Wearable Technology · HW Reliability · Production Line Process and QC duty · Quality Assurance Analysis
- **Accomplishment:**
Maintain the mass production quality for TAGHeuer Connected

Barnes & Noble - NOOK

From Mar. 2012 to Feb. 2016

Position: SW Platform QA and Android APP Validation



Responsibilities:

- Conducted Android tablet platform side validation testing, with a primary focus on power management and battery life improvement testing.
- Performed UI and user experience reviews, as well as e-reader reading experience reviews.
- Managed platform build acceptance and issue handling, and executed testing for Reader/Shop/Library applications.
- Leveraged strong knowledge of the Android debugging system, including Android structure, Adb shell and DDMS, Kernel message/logcat/ANR capturing and analyzing, OTA process monitoring, and UI Automator.
- Demonstrated the ability to create comprehensive Test Suites/Cases based on application and UI behaviors from a software perspective.
- Flexibly modified power management test cases to adapt to different project expectations.
- Continuously reviewed and improved test plans to ensure comprehensive coverage of all functionalities and the user experience.
- **Accomplishment:**
 - LCD: NOOK Color, NOOK Tablet, NOOK HD and HD+, NOOK by Samsung Tablets
 - EPD: NOOK GlowLight and NOOK GlowLight Plus

INVENTEC Corporation

From Nov. 2006 to Feb. 2012

Position: Hardware QA Section Manager



Responsibilities:

- Managed end-to-end Hardware QA testing, from planning and resource allocation to report review for ODM/OEM projects.
- Developed project-aligned testing schedules, optimizing resource utilization.
- Ensured customer requirements in compliance by reviewing results before submission.
- Directed test case/plan creation for new hardware features based on specifications.
- Implemented new testing methods utilizing vendor resources.
- Led issue management, defining, tracking, and driving resolution.
- Monitored production and field issues, verifying corrective actions.
- Primary QA contact, managing hardware and coordinating SW/ME/RF/Certification testing for customer reporting.
- Represented QA in project reviews, communicating customer needs and collaborating with other QA teams.
- **Accomplishment:**
 - KOHJINSHA UMPC projects
 - WYSE thin client projects and mobile thin client projects
 - DELL Notebook Envy series
 - Google/HP 1st Generation ChromeBook
 - Barnes & Noble E-Book Nook Color projects
 - HP 1st Generation Android Tablet