SING CHAN

Technical Product Leader & User Experience Architect
Bridging Usability, Engineering & Business Strategy

View selected project work at https://portfolio.singchan.com

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Professional Summary

Product and UX leader with 25+ years of experience spanning enterprise SaaS, collaboration platforms, and front-end architecture. Unique ability to operate across the full stack—from requirements gathering, interaction design and front-end frameworks to cloud infrastructure optimization and QA automation. Proven track record of building UX practices from the ground up, mentoring development teams, and driving cross-functional product execution. Extensive client portfolio including federal agencies, Fortune 500 companies, financial institutions, and energy and natural resources companies.

Core Competencies

LANGUAGES, FRAMEWORKS & TOOLS	DATA & CLOUD	PRODUCT & DESIGN
Claude Code, TypeScript, React.js, Next.js, JointJS+, Fluent UI, .NET/C#, JavaScript, SASS, HTML, CSS, Visual Studio, Visual Studio Code, GIT	SharePoint, Azure DevOps, Kubernetes, Rancher, Grafana, Application Insights, MS SQL Server, CosmosDB, Elasticsearch, Exchange	Product Strategy & Roadmapping, UX/Interaction Design, Agile/Scrum, Photoshop, Illustrator, Premiere Pro, Balsamiq

Experience

Collabware Systems

VP, Product | **May 2020 – March 2026**

Recently led an Azure Cloud infrastructure cost optimization audit, identifying and implementing reductions of 40% that eliminated over $360,000 CAD in annualized hosting costs.

- Drove product execution for enterprise collaboration solutions, leading cross-functional UX, QA, engineering and cloud operations teams
- Managed quality assurance team to develop comprehensive QA automation framework, improving test coverage and reducing regression defects across release cycles
- Partnered with cloud operations to monitor system health, maintain SLA compliance, and ensure platform reliability
- Designed and delivered product knowledge onboarding program for new team members, reducing time-to-productivity by over 50% — from one month to two weeks

Product Manager | **March 2018 – May 2020**

- Conducted customer discovery interviews and stakeholder sessions to define feature priorities and validate product-market fit
- Translated customer and stakeholder requirements into actionable product roadmap priorities, aligning business needs with engineering capacity
- Managed product backlog and sprint planning in collaboration with engineering teams, improving delivery predictability

User Experience Architect | **August 2011 – March 2018**

- Owned interaction design, user experience strategy, and front-end development frameworks for all Collabware products
- Mentored and grew the UX development team, fostering design excellence and cross-functional collaboration

Habanero Consulting Group

User Experience Developer | May 2006 – July 2011

Hired as the first UX developer in the organization to bridge communication gaps between design and engineering teams.

- Built the UX practice from the ground up, introduced front-end process patterns and standards, and evangelized UX development practices
- Mentored new UX developers and grew the front-end team to 8 developers
- Took on group management and resource allocation responsibilities

Daniel Choi Design Associates (DCDA)

Lead Developer (Contract) | 2005 – 2006

- Managed and led development of interactive projects, from the database layer all the way up to the front-end, including security, testing, deployment and documentation

Local Lola Design Team (LLDT)

Flash and User Experience Developer (Contract) | 2003 – 2006

- Developed Flash applications, client-side scripting and XHTML/CSS markup for LLDT projects
- Consulted on interface design and provided programming assistance with development of CustomBlox, LLDT's ASP.Net CMS solution

Grey Advertising Vancouver

Interactive Producer | July 2004 – May 2006

- Managed resources, project schedules, and vendor and customer relationships

Interactive Developer | July 1999 – June 2004

- Developed grASP, a modular and extensible in-house CMS used on Grey interactive projects
- Developed and maintained Grey's external and internal web sites and applications

Education & Certifications

Justice Institute of British Columbia	Collaborative Conflict Resolution	2019
Scrum Alliance	Certified ScrumMaster	2015
Capilano College	Project Management	2004
Simon Fraser University	Undergraduate studies in Computer Science and Economics	1992 – 1993	

Select Clients

Microsoft | Bank of Canada | US Department of Energy | US Department of Homeland Security | Starbucks | Cameco | BC Hydro | Devon Energy | Teck Resources | Canadian Pacific Railways | Law Society of Ontario | Vancity Credit Union | 30+ additional enterprise and government clients

Conference Speaking

ARMA Canada Information Conference	Virtual	2021	
ARMA Houston Spring Conference	Virtual	2021	
SharePoint Saturday	Vancouver, BC	2009	
DevTeach	Vancouver, BC	2009	
TechDays	Vancouver, BC	2009	
EnergizeIT	Toronto, ON	2007	