

# Sing Chan

I develop useful, intuitive, and engaging applications that better people's lives.

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## Work Experience

### Collabware Systems

VP, Product	May 2020 - Present
Product Manager	March 2018 - May 2020
User Experience Architect	August 2011 - Present

My responsibilities as VP of Product were to drive product execution for Collabware's enterprise collaboration solutions. I led cross-functional UX and QA teams and integrated with cloud operations and engineering to deliver customer-centric features while optimizing operational efficiency.

#### Key Contributions:

- Requirements gathering with customers and stakeholders, translate business needs into actionable product features and roadmap priorities
- Collaborate with engineering teams on product backlog definition and sprint planning
- Manage quality assurance team to develop comprehensive test cases and automation frameworks to maintain product quality standards
- Partner with cloud operations to monitor system health and ensure platform reliability
- Led cost optimization initiative through systematic cloud infrastructure audits, identifying significant opportunities for expense reduction
- Responsible for the interaction design, user experience, and front-end development frameworks for Collabware's software offerings
- Mentor UX developers, fostering design excellence and cross-functional collaboration
- Design and deliver product knowledge onboarding program for new Collabware team members

### Core Competencies

JavaScript  TypeScript  React.js  Fluent UI   
.NET  C#  HTML  CSS  MS SQL Server   
CosmosDB  SharePoint 

### Everyday Tools

Claude Code  Azure DevOps   
Application Insights  Rancher  Graphana   
Visual Studio  Visual Studio Code  Kubernetes   
Photoshop  Paper  Pencils  Dry-Erase Markers 

### Once in a While

Illustrator  Premiere Pro  Perl  Req-n-roll 

### Clients

ADT Security Canada  Bank of Canada  BC Hydro   
BC Liquor Distribution Branch  Boston Pizza   
Cameco  Canadian Pacific Railways  CGA Canada   
City of Calgary  City of Issaquah   
City of Sammamish  Cobb EMC  Devon Energy   
District of Squamish  Enbridge   
Federal Mediation and Conciliation Service   
Federal Retirement Thrift Investment Board   
Fortis Energy  Granville Island  Goldcorp   
Haventree Bank  Ktunaxa Nation Council   
Law Society of Ontario  Ledcor  Microsoft   
Miramax Films  Mission Hill Winery  Money Mart   
Okanagan Spring Brewery  PMC-Siera   
Quadrant Homes  Saskatchewan ITO   
Servus Credit Union  Starbucks Coffee   
Sulfur Springs Valley Electric Cooperative   
Teck Resources  Tsleil-Waututh Nation   
US Department of Energy   
US Department of Homeland Security   
Valeant Pharmaceuticals  Vancity Credit Union   
WorkplaceNL 

## **Habanero Consulting Group**

User Experience Developer

May 2006 - July 2011

Hired as the first User Experience Developer in the organization to bridge the communication and process issues between design and development teams. Evangelized the value of the UX Developer role within Habanero and introduced front-end development process and patterns to remove pain points in the project lifecycle. On-boarded and mentored new UX Developers when they joined Habanero. Helped grow the number of front-end developers at Habanero to eight and also took on group management and resourcing responsibilities.

## **Daniel Choi Design Associates**

Lead Developer (Contract)

2005 - 2006

Contracted to manage and lead 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

Contracted to develop 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/Developer

July 1999 - May 2006

Developed grASP, a modular and extensible in-house CMS used on Grey projects from 2001 to 2006. Also developed and maintained Grey's external and internal web sites and applications. Took on role of Interactive Producer, with additional project management duties such as managing resources and project schedules, interacting and coordinating with outside developers, vendors and clients.

## **Conference Speaker**

I have presented sessions at the following conferences:

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