Chong Han Chua

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Hello

I am a technologist passionate about building products that people love. I have more than 9 years of experience managing and building web and mobile products.

Experience

Self-employed   *Freelance, since May 2017*

Worked as a design consultant for Escher Reality, a Y-Combinator backed startup making Augmented Reality (AR) SDKs. In addition to creating the brand identity, website and other collaterals, I designed single and multi user AR experiences in Unity for mobile that showcases the technology.

Designed and built animations for an LED matrix display (in Arduino) for a yet to be launched IOT device. The animations were designed to feel fluid and organic with a goal of informing the user the current operational status of the device.

Worked with a team of consultants to use human-centered design methods to design a business strategy for a major telecommunications company.

Co-founder, Product and Experience   *Echlo, since Jan 2016*

Worked on, as a co-founder, to develop a product based on the idea that location data is always available on mobile and can be used to foster better relationships for the user. Created the product plan, market tested and iterated upon the initial hunch with a set of test users. Designed all the brand, UI and UX elements and implemented the Swift and web applications.

Senior Program Manager   *Microsoft, Oct 2011 - Dec 2015*

Worked as product owner for all compose related experiences in Outlook.com. I transitioned the core experience with the Hotmail to Outlook.com redesign, and modernized the files and attachment experiences. Collaborated with other teams to create a cross platform experience and helped define the design system for Microsoft online services.

Worked on shipping new and refining existing features for Outlook.com around user interface and email management. My approach typically includes defining key to drive the design of the feature, and prototyping and refining it based on user feedback.

Collaborated with Research and Design in Office 365 to identify and prototype mobile application opportunities. The process involved foundational research, ideation, validation and prototyping. Among them, I worked as the product owner for Twist, a photo communications app, leading the effort across research, design, engineering, legal and marketing from start to launch.

IT Specialist   *IBM, Aug 2008 - July 2010*

Joined IBM straight out of college and got a great start in software engineering. Worked on building both low level device drivers and user facing applications. My love for UX started here with an opportunity to both design and develop a customer facing app deployed on a touch screen device.

Education

Masters in Human-Computer Interaction   *Carnegie-Mellon University, 2011*

B.Eng (Hons) in Electrical Engineering   *National University of Singapore, 2008*

Awards

1st place, Yahoo! HackU at CMU   *Oct 2010*

Winning team, Microsoft Firenze BXT competition   *March 2011*

Skills

Ethnographic research, human-centered design, idea generation, wireframe development, visual design, usability testing, product management, prototyping (paper and digital), HTML+CSS, Javascript, Swift, Objective-C, React.