

# Chong Han Chua

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## Hello

I've spent 10+ years managing, building, and launching web and mobile products. I believe successful products come from user empathy, market positioning, and cross-functional collaboration.

## Experience

### Product Designer (1st Design Hire) *Honeycomb, since Oct 2017*

[Honeycomb](#) is a data visualization devops tool for developers to debug software services in production.

- Redesigned entire product for competitive and strategic advancements by listening to developers and analyzing the market. Users found the new design “clean” and “easy to use” despite complex workflows.
- Revamped user onboarding experiences, leading to reduced time to first value for new trials.
- Established design function for a technically-oriented, developer focused product. Led brand and product design vision, and collaborated with engineering and go-to-market teams on design support, feature launches, and working processes.
- Built credibility and brand equity with target audience by focused updates to brand and visual design.

### CEO & Co-founder (Product development) *Echlo, Jan 2016 - Oct 2017*

Echlo was an exploration into productizing real-time geolocation. Our first app was [Pulse](#).

- Designed, built and launched a multi-user, concurrent, persistent, location sharing mobile and web app in Swift and React. The app was designed to be always on with minimal battery use. We achieved this using multiple strategies to acquire and cache the most useful, least expensive location.
- Guided the product strategy from initial conception to later market search efforts by talking to users and tracking user engagement metrics.

### Senior PM (Product & UX) *Microsoft, Oct 2011 - Dec 2015*

- Core member of the Outlook Web PM team working on an email service for 300M+ users.
- Worked on the Hotmail to [Outlook.com redesign](#). Responsible for web mail features, including compose, files, design and inbox management, elements still present in current product.
- Unified Microsoft mail UX through constant syncs and collaborations across teams and organizations.
- Led efforts to research, generate and develop mobile strategy and app ideas in an executive push for more mobile presence in Office 365.
- Led end-to-end product effort and engineering team for [Twist](#). This was a labs project to explore fun, social photo communications. Drove research, planning, roadmap, and vision, partnering with stakeholders to bring the product from conception to launch in the iOS App Store.

### Software Engineer *IBM, Aug 2008 - July 2010*

- Designed and built software in C++, Java and JS on project for the largest [telco company](#) in Singapore delivering software for browsers and touch-screen kiosks in the flagship store.

### Contract Design, Strategy, Development *Self-employed, Since 2000*

I executed design, development, and strategy work for clients of all sizes. Recent projects include:

- Consulted for [Escher Reality](#), a YC-funded Augmented Reality (AR) startup (acquired). Designed logo, built single and multi-user AR experiences in Unity and authored AR Human Interface Guidelines.
- Designed and built a UI spec through a 13 by 3 LED matrix for the smart water IOT company [Phyn](#).

## Education

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

1st place, Microsoft Firenze BXT competition. 1st place, Yahoo! HackU CMU.

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