

# Chong Han Chua

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## Hello

Product leader with 15+ years exp designing technical products and scaling teams. Expertise in translating complexity into intuitive experiences, driving 0-to-1 product strategy, and delivering measurable impact. I'm focused on designing trustworthy AI that amplifies human judgment, creativity, and effort.

## Experience

### Fractional Head of Product & Design *Self-employed, Mar 2024-Present*

- Orchestrated 0-to-1 product strategy for AI startups Butter Labs (fintech) and Dryft (smart manufacturing) that acquired key customers and unlocked \$3M+ in oversubscribed seed funding.
- Crafted *Chorus's* artist-centric design language that won marquee music-club partnerships (Modest Mouse, The Black Crowes, etc.) and crossed revenue milestones.

### VP of Design *CodeSee (exited to GitKraken), Mar 2022-Feb 2024*

- Partnered with co-founders on product strategy through customer discovery resulting in >\$1M in pipeline.
- Shipped *Service Maps*, *Function Maps* and Automations, creating novel approaches to code visualization that improved developer productivity.
- Designed CodeSee AI, an agent-powered canvas for visualizing and querying codebases.

### Head of Digital Experience *Advanced MedTech, May 2019-Feb 2021*

- Reported directly to the CEO as one of 15 senior leaders in a 1,500-person company. Built and led a 6+ person digital team across PM, design, and marketing.
- Launched new digital business in Urology delivering apps in partnership with Pyx Health and Lit-Control.
- Created Worst Pain Ever, growing it to the largest online kidney stone patient community with 300k+ members in 6 months with 2M+ content views, establishing new KOL relationships in the US.
- Led global digital marketing transformation, created and grew cross-functional team to 10, improving traffic by 150%+, conversions by 4.5x, driving \$6M+ in pipeline.

### Product Design Lead *Honeycomb, Oct 2017-April 2019*

- First design hire, built UX foundations that contributed to 2x ARR growth and next funding round.
- Redesigned core query workflow, significantly improving product adoption among engineering teams.
- Designed and shipped Traces, BubbleUp, and APM which are marquee product differentiators from incumbents that drive sales conversations and revenue.

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

- Led UX strategy for Outlook.com redesign and rebrand from Hotmail, praised by WSJ as having a "remarkably user-friendly interface" and being "a winner".
- Product managed key Outlook.com features including compose, sweep, and rules, increasing user engagement and improving competitive position against Gmail.
- Built Twist, an iOS app for photo communication, as part of Office's Snackys Apps portfolio.

### Additional Experience *2008-2024*

- Co-founded LayerNext (2022-2024). Computer vision (CV) infra pivoted to AI business insights.
- Led development of nSight Surgical's fundraising prototype (2021), a CV surgical tool tracking system.
- Consulted on design for Escher Reality (2017, exited to Niantic) building AR applications and interfaces.
- Co-founded Echlo (2016-2017), pioneering real-time location sharing with minimal battery consumption.
- Software Engineer at IBM (2008-2010), building retail flow software for Singapore's largest telco.

## Education

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

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