

Chong Han Chua

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Hello

I am a design 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 start-up making Augmented Reality (AR) SDKs. Besides creating the brand identity, website and other collateral, I designed single and multiuser AR experiences for mobile using Unity showcasing the company's technology.

Designed and built animations for an LED matrix display (in Arduino) for a start-up working on a yet-to-be launched Internet of Things (IoT) device. Worked with a team of consultants to use human-centered design methods to design a business strategy for a major US telecommunications company.

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

Co-founded and developed a product on the idea that location data is always available on mobile and can be used to help people find and meet up with friends and family more easily and frequently. Created the product plan, market tested and iterated with a set of test users. Designed all the brand, UI and UX elements and implemented the iOS and web applications.

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

Product owner for all Compose-related experiences in Outlook.com. I updated and improved the core experience with the Hotmail to Outlook.com redesign, modernized file attachments, rich text editor and added OneDrive integration. Collaborated with other teams to create a cross platform experience and to define the design system for Microsoft online services.

Worked on shipping new and refining existing features such as Sweep, Advanced Rules, keyboard shortcuts, animations and message list selection for Outlook.com.

Product owner for Twist, a Microsoft Garage app focused on creative communications using photos. I led the effort from conception to launch, across research, design, engineering, legal, voice and marketing.

Design Lead *MHCI Capstone Project with SRI, Jan 2011 - Aug 2011*

Worked on a team of four MHCI students to understand how students in AP Biology classes study the subject and designed an iPad app utilizing SRI's AI technology to improve learning outcomes.

IT Specialist *IBM, Aug 2008 - July 2010*

Worked on a custom enterprise project with the largest telecommunications company in South East Asia. This includes building low-level device drivers for kiosks, web applications to help members of staff process customer inquiries and applications on kiosks that help customers self-service and check-in at the business's retail locations.

Education

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

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

Awards

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

1st place, 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, Java.