# Chong Han Chua

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# Hello

I am a technologist with more than 9 years of experience managing and building web and mobile products. I believe in human-centered and thoughtful approaches to building better products.

# Experience

## Co-founder, Product and Experience

*Echlo, since Jan 2016*

We believe that creating new opportunities to connect with friends help foster better relationships. I was interested in a small agile team setting as a means to find product market fit for new location-based technologies.

* Created a product plan and roadmap based on the initial idea, and performed product testing and validation over a small set of beta users.
* Designed all the brand, UI and UX elements and implemented the UI for the iOS app in Swift.
* Created a reusable CSS library and implemented the web apps in React, and created all public facing websites the company and product.

## Senior Program Manager

*Microsoft, Oct 2011 - Dec 2015*

I leaned heavily onto human-centered design methods to conceive, prototype and build improvements to existing well-loved products and to explore new product opportunities for the company.

* 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 mail teams to create a unified experience and helped define our design system for the web.
* Product owner for power user features such as Sweep and Rules for automatically managing emails.
* Performed human factors work such as app animations and interaction models for contact picker, keyboard shortcuts and message list selection.
* Collaborated extensively with Research and Design to prototype opportunities for lightweight apps in the Office 365 ecosystem.
* Product owner for Twist, a reply-based photo app targeted at teens, working across research, design, engineering, legal and marketing from start to launch.

## IT Specialist

*IBM, Aug 2008 - July 2010*

I joined IBM straight out of college and got a great education in software engineering there. I had an opportunity to work on both low level device drivers and user interfaces. Ultimately, an opportunity to both design and develop a customer facing app on a touch screen kiosk kindled my love for UX.

## Freelance

*Since 2000*

Freelanced for various companies including Universities and a new Augmented Reality startup in the Bay Area. Work included digital and print design and web and mobile development.

# 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.