# Chong Han Chua

* [fifthrevision.com](https://fifthrevision.com)
* [johncch@gmail.com](mailto:johncch@gmail.com)
* [linkedin.com/in/johncch](https://www.linkedin.com/in/johncch/)
* San Francisco, CA

# 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](https://www.thechorus.com)’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](https://fifthrevision.com/projects/service-maps.html), [Function Maps](https://fifthrevision.com/projects/function-maps.html) 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 Snacky 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*