# Chong Han Chua

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# Hello

I have 12+ years of experience leading and managing new product innovation focusing on Design and UX.

# Experience

## Head of Digital Experience

*Advanced MedTech, May 2019–Present*

* Part of the Extended Senior Leadership Team, reporting to CEO, advising on all digital-related matters and exploring new digital opportunities.
* Built strategy and tactical roadmap for digital health opportunities based on extensive ethnography conducted on key patient population and stakeholders; collaborated across orgs to run pilot programs.
* Led the shift from in person to digital marketing in response to COVID-19, hired a 7-person team; collaborated with regional marketing teams worldwide.

## Product Design Lead

*Honeycomb, Oct 2017–April 2019*

Honeycomb provides observability to modern dev teams to understand and debug production systems.

* Redesigned product, IA and UI to advance observability use cases for teams, expanding from just queries to multiple feature areas and incorporating collaboration semantics into the product.
* Revamped user onboarding experiences—walking through a very technical product setup to reduce time-to-first value for new trials—to achieve self-serve business objectives.

## CEO & Co-founder (Product development)

*Echlo, Jan 2016–Oct 2017*

Echlo explores 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, achieved using a deep exploration into and understanding of the iOS tech stack.
* Guided the product strategy from initial conception to later market search efforts using both qualitative and quantitative user research methods.

## Senior PM (Product & UX)

*Microsoft, Oct 2011–Dec 2015*

* One of few PMs working on UX, touching every product and feature from Inbox, to Sweep, to Compose. Worked on the Hotmail to Outlook.com redesign; eventually in the unification of email products, the Outlook.com UX became the defacto experience.
* Led efforts to research, generate and develop mobile strategy and app ideas in an executive push for a mobile application strategy 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, 2000–Present*

* Executed design, dev, and strategy work for clients of all sizes. Most recently, design advisor to Escher Reality, a YC-funded Augmented Reality (AR) startup (acquired by Niantic, 2017). Developed brand and identity, led UX for AR, and designed and built single and multiplayer AR experiences.

# 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*