

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	<div><div>Head of Digital Experience <i>Advanced MedTech, May 2019–Present</i></div><ul style="list-style-type: none">• 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.<div>Product Design Lead <i>Honeycomb, Oct 2017–April 2019</i></div><p>Honeycomb provides observability to modern dev teams to understand and debug production systems.</p><ul style="list-style-type: none">• 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.<div>CEO & Co-founder (Product development) <i>Echlo, Jan 2016–Oct 2017</i></div><p>Echlo explores productizing real-time geolocation. Our first app was Pulse.</p><ul style="list-style-type: none">• 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.<div>Senior PM (Product & UX) <i>Microsoft, Oct 2011–Dec 2015</i></div><ul style="list-style-type: none">• 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.<div>Software Engineer <i>IBM, Aug 2008–July 2010</i></div><ul style="list-style-type: none">• 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.<div>Contract Design, Strategy, Development <i>Self-employed, 2000–Present</i></div><ul style="list-style-type: none">• 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.</div>
Education	<div>Masters in Human-Computer Interaction <i>Carnegie-Mellon University, 2011</i></div> <ul style="list-style-type: none">• 1st place, Microsoft Firenze BXT competition. 1st place, Yahoo! HackU CMU. <div>B.Eng (Hons.) in Electrical Engineering <i>National University of Singapore, 2008</i></div>