



Building for the Web since the late 1990s.

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From UI/UX design to front-end and back-end coding, I create and maintain entire products within team sizes of 1-to-3. I write as I design: Aiming for clarity, empathy, and approachability. More at 37signals.kawaicheung.io.

Selected recent projects

DoneDone

2009–2024

An issue tracker and shared inbox. Led product design & dev for 15 years. For the past six, ran the product as a team of two where I took on all design & dev duties. Started it in 2008. Sold it in 2024.

DnsDigest

2025

DNS records as a beautiful report. My first project using Rails 7 and Hotwire. Detects issues with DNS records & creates meaningful displays for email deliverability, mappings, and more.

Naming Things

2020

A web book on how I go about naming things in code. This is a good representation of my design aesthetic, approach to code, and technical writing style.

Handcoded Scoreboards

2023

A fun project to stretch my CSS skills. Using the rule of “no images or Javascript”, I recreated a few iconic scoreboards using just the capabilities of modern-day HTML and CSS.

Languages & frameworks

HTML, CSS, JavaScript, Ruby on Rails, Hotwire, Vue.js, C#/.NET, SQL

Approach & values

Naming things well, refactoring frequently, deleting unused code, code order (i.e. DHH’s “table of contents”), AI co-pilots in small doses, clear writing, attention to negative space, color contrast, adding delight, the Oxford comma, lowercasing the first “s” in 37signals.