



# Keith Chia

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A UX/interaction designer by training, now a software engineer by trade, with 6 years of experience in front end engineering, UX design, engineering team building, and freelance web development. I love working with others to create design systems that scale and accessible interfaces that delight - not just for the users that interact with them, but also for the designers that leverage them and the developers that deploy them.

## Experience

### Senior Front End Engineer, Zeus Living; Singapore – Dec 2021 - Dec 2022

- Developed key features in the product's bookings and checkout process, working closely with product managers and designers to create functionality that enhanced user experience and provided extra revenue opportunities.
- Created UI design system, Zeus Abode - a platform for a shared development workflow that could include non-technical stakeholders, reducing design communication overhead and creating quicker development turnaround.
- Updated testing practices to utilize modern E2E automated testing tools (Cypress and Browserstack), creating comprehensive test suites across multiple environments to catch bugs and prevent issues in production.
- Gave guidance to fellow engineers around front-end development and testing, enhancing the development capabilities of the engineering team and supporting a shared vision and direction for engineering.

### Lead Software Engineer (Front End), SparesCNX; Singapore – Sep 2019 - Dec 2021

- Primary ownership of the flagship field tablet application, navigating uniquely challenging use cases and limitations with a team of engineers, e.g. hardware integration with on-tablet RFID scanner, low-connectivity environment, on-device database synchronisation etc.
- Key maintainer of React Native codebase, ensuring high standards of performance, architecture, readability, style consistency, testing coverage, documentation and release/deployment practices.
- Supervision of development of a suite of platforms by multiple development teams, making architectural decisions for tech stacks and reviewing code contributions.
- Contributed to the engineering team building process by creating interview rubrics and standards as well as conducting technical interviews, and organised knowledge sharing sessions and technical onboarding for new additions to the team.

### Software Development Consultant, Maltem Consulting Group; Singapore – May 2017 - Aug 2019

- Developed e-commerce applications, internal tools, libraries and design systems across the full stack of web technologies as a software engineer at AXA.
- Developed behavior-driven development (BDD) automated testing frameworks and strategies for web applications as a QA engineer at SGX.
- Planned and participated in design sprints for both internal and other client projects as a UX Designer.
- Developed technical assessment strategies and interviewed potential candidates for new consultants.

### UX Design/QA Intern, RetSKU; New York City – Aug 2014 - Aug 2015

- Worked with development team to design and develop dashboards in the product platform's data visualization.
- Designed and developed the company's landing page, including copywriting with keyword analysis and SEO.
- Designed and mocked up mobile application to facilitate efficient data collection for field agents.

## ***Education/Certifications***

### **National University of Singapore**

Bachelor of Arts (B.A.) with Honours, Communications and New Media - Class of 2016

### **General Assembly; Singapore**

Web Development Immersive - November 2016 - March 2017

### **Professional Scrum Master I**

Scrum.org - August 2017

## ***Skills***

- Design/media assets: **Adobe Illustrator, Figma**, Sketch, Adobe XD Keynote, Ableton Live
- Front: **React, React Native, Next.js, Sass, Redux**, Web components, Gatsby, Hugo, three.js
- Back: **Node.js, Typescript, Ruby**
- Tooling: **ESLint, Prettier, Storybook**, Parcel, Webpack
- Databases: **MongoDB**, PostgreSQL, PouchDB, CouchDB
- Testing: **Cypress, Jest, React Testing Library**, Webdriver, Enzyme, Mocha