
Ernest D. Chua

UX + Brand Strategy + Visual Design

Work Experience

The Hatcher Group

Senior UX/UI Designer (2019–Present)

Lead and develop the agency UX workflow from the ground-up.

Manage and supervise the creative output of all Hatcher Group's UX work.

Apply empathy focused strategic thinking and analytical reporting that bring value to business's decisions that benefit the overall bottom line.

Engage in business development by co-managing UX and digital product proposals that brings in revenue and work to the firm.

Deliver quality design projects within tight schedules, by working with all client managers across multiple offices on major campaigns to drive growth across the entire agency portfolio.

Doxim, Inc.

Web Design Specialist (2016–2019)

Provide technical support for clients and accounts managers by helping design, develop, and implement wire-frames and code responsive 508 compliant HTML templates.

Maintain the corporate HTML code repository up-to-date to industry standards.

Coordinate with DevOps in updating the client's monthly notification, splash page, and deliver retina ready web graphics asset.

Collaborate with the web team to test, troubleshoot, and debug critical front-end elements and identify potential issues that could impact client-side performance.

George Mason University

Undergraduate Teaching Assistant (Fall Semester 2017)

Provide one-on-one support and guidance to undergraduates through an intro to web design course that teaches them how to build websites using Dreamweaver. Topics include layout, wireframing, style library, basic HTML/CSS, and publishing.

Digitalmailer, Inc.

Marketing Coordinator (2014–2016)

Design and implement omnichannel marketing and onboarding campaigns.

Collect and provide comparative audit data to the creative director.

Prepare marketing strategies, plans, and objectives.

Plan and organize white paper, power point, and other promotional presentations.

Support in crafting a focus brand identity and website for the company's product offerings that help close a multi-million dollar merger and acquisition deal.

Contact

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Education

George Mason University

Bachelor of Fine Arts (2017)

Graduated with Honors
Summa Cum Laude

Affiliation

American Institute of Graphic Arts (AIGA)

Member (2015–Present)

Mason, Washington D.C.

Awards & Recognition

2019 DC UXResult Hackathon

Lead the team that won the Benten Technologies UX challenge.

2019 GD USA Award

Recognition of Excellence award for my Maryland 529 UX work.

2019 GD USA Web Award

Part of the team that recieved GD USA's web design award for CMBM.org.

2017 AIGA Mason Design Battle

Runner-up for the annual AIGA Mason Design battle

Bambams, LLC.

Art Manager (2006–2013)

Manage and coordinate all departmental activities with the overseas facility and make sure the final product is to the client's specifications and standards.

Develop a proofing system that increase the overall quality of production that helped scale the business during the 2008 economic downturn.

Graphic Designer (2004–2006)

Arbitrate with corporate clients and vendors to effectively communicate product specs, requirements, and limitations.

Approve, pre-flight, and arrange production-ready files and resolve any design issues that arise during production.

Promote Your Team, LLC.

Graphic Designer (2007–2013)

Collaborate with the in-house accounts team to design product rendition for sales, marketing, advertising, and tradeshows.

Vertical and Attributes

Visual Design —

- UI System
- Brand Guide System
- Social Media Design Systems
- Style and Pattern Library
- Logo & Identity
- Proposals and Reports
- Infographic
- Presentation Decks
- Marketing Collaterals
- Product Mockups and Rendition
- Tradeshow Campaigns

UX Research —

- Brand Analysis
- SWOT and PESTEL Analysis
- Information Architecture
- Online Survey
- User Interview
- Usability Testing
- 508 and WCAG 2.0 Compliance
- Data Aggregation
- Experience Canvas
- Persona Development
- Journey Mapping

Tools —

- Adobe Creative Cloud Suite
- Office 365 Suite
- Sketch
- Invision
- Crazyegg
- Optimal Workshop
- Powermapper
- Constant Contact
- Active Campaign
- Survey Monkey
- Hootsuite

Management —

- Smartsheet
- Jira
- UX Proposal Development
- UX Sprint Process
- UX Operational Plan

Development —

- HTML/CSS
- Wordpress