

# Pujianto Christopher Chiam

UX Designer & Innovation Leader | Design lead with developer DNA

I am a Lead UX Designer with over 16 years of experience crafting complex digital solutions and leading multinational teams of UX Designers & Developers. My experience includes running agile teams in a fast-paced innovation lab environment, where I've combined UX leadership, and mentoring with hands-on technical contribution. Currently, enhancing expertise in AI while developing French language proficiency. Based in Geneva with work authorisation in Switzerland and Singapore.



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## CERTIFICATION

### User Experience (UX) Certification

Interaction Design Specialty  
Nielsen Norman Group  
([License #1011680](#))

### Human-Centered Design Practitioner

Luma Institute, May 2019

### Certified Scrum Master

Scrum Alliance (License 67019)  
September 2009 – September 2011

## LANGUAGES

**English:** Fluent

**Indonesia:** Fluent, Native

**Chinese:** Basic

**French:** A2 (*Currently Learning*)

## SKILLS & TOOLS

**UX/UI Design:** Figma, Adobe XD, Design Thinking, Usability Studies

**Technical:** HTML/CSS/SASS, Angular, TypeScript, JavaScript, C#, WPF, GIS

**Leadership:** Product Management, Agile/Scrum, Lean UX

**Emerging:** Generative AI, LLM, Prompt Engineering

## EDUCATION

[Nanyang Technological University, Singapore](#) (July 2002 – July 2006)  
Bachelor of Engineering (Computer), 2<sup>nd</sup> Upper-Class Honours.

## PUBLICATION

[Towards Automatic Mobile Blogging](#)  
(Multimedia and Expo, 2006 IEEE International Conference)

## WORK EXPERIENCE

### UX Architect / Developer, Lead

June 2017 – May 2024

**NEC**

- Worked in cross-cultural innovation teams across 4 countries (Singapore, Vietnam, Japan, USA), leading 3 UX designers and 6 - 8 developers.
- Served as primary UX designer for a thermal sensing and video analytics command centre deployed across 5 Hawaii airports during the pandemic (USD [37.5M project](#)).
- Led [Human Attribute Analysis](#) application commercialisation for the ASEAN market. Managed end-to-end product development, from ideation, to market launch. Coordinated with marketing for ASEAN region campaigns.
- Created a design system with 600+ components improving development efficiency by 50-60%.
- Conceptualized [digital concierge](#) using generative AI for healthcare and hospitality.
- Filed 3 technical patents: [WO2022059420A1](#), [WO2022014472A1](#), [WO2021256184A1](#)
- Won business excellence awards for innovation (2023).
- Mentored & groomed junior designers & developers in UX/UI, Agile & Scrum, Figma, Design Thinking, and Object-Oriented Programming.

### Staff Software Engineer, UX Lead

June 2006 – February 2017

**Rockwell Automation**

- Led design initiative of [Connected Components Workbench](#), a Visual Studio-based .NET, resulting in an 80% increase in software adoption.
- Developed GUI for Connected Components Workbench and [RSLogix5000](#).
- Championed UX community; trained 20+ developers in UX design.
- Filed 2 technical patents in industrial automation: [US9977407B2](#), [US20190072929](#)
- Collaborated with global teams across the USA, China, and Canada