

ACELER

CURRICULUM VITÆ

CHUA

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【 SPECIALIZATION 】

BRAND & VISUAL IDENTITY

Establishing values and personalities for brands
by understanding and predicting what the market is looking for
in the products and the brand

TYPOGRAPHY & TYPE DESIGN

Making words communicate even better
by exploring different possibilities in the letterforms, rules, and layouts

USER INTERFACE DESIGN & IMPLEMENTATION

Creating clean and intuitive graphical user interfaces
to make the information on screen easily understandable and navigable
Then implement the design to the web with semantic front end code

【 APPROACH & BELIEF 】

USERS FIRST

Before creating the actual product
My workflow always starts with understanding the users first
then see how can the client come in to the users' life

PRACTICALITY > CREATIVITY

I always try to determine the context and practicality of a project first
before adding the creative layer
Good communication should never be compromised

TECHNOLOGY AS A TOOL

I believe in technology as a tool to help us achieve greater goals
It should encourage humans to interact
My role as a creator is to improve the experience
and to make sure the technology works as seamless as possible



【 WORK & AFFILIATION 】

THE MISSING BULB DESIGN STUDIO

Founder, Designer
April 2014-Present

PHILIPPINE WEB DESIGNERS ORGANIZATION

Design & Tech Lead
July 2014-January 2016

PHILIPPINE WEB DESIGNERS ORGANIZATION

Designer
July 2013-July 2014

RAIN CREATIVE LAB

Design Intern
March 2013-May 2013

STARFISH INTERNET SOLUTIONS

Design Intern
April 2012-June 2012

【 EDUCATION 】

DE LA SALLE—COLLEGE OF SAINT BENILDE

Undergraduate
Bachelor of Arts, Multimedia Arts
Manila, Philippines

CHIANG KAI SHEK COLLEGE

High school
Fourth Year
Manila, Philippines

CHEUNG CHUK SHAN COLLEGE

Secondary school
Form 1- Form 4
North Point, Hong Kong



【 PLACES I LIVED IN 】

HONG KONG

Hong Kong is the place I grew up in
The vibrant city is not only where I learned the traditional values
but also the incubator where I learn from the best

THE PHILIPPINES

The Philippines is the place where I spent the past eight years at
This is the place where I step out of comfort
and experience the real chaos and real problem

【 LANGUAGE & DIALECT 】

ENGLISH

Started learning the world's common language since I was a kid
But it wasn't until I moved to the Philippines
that I spent eight years to practice and get familiar with the language

PUTONGHUA / MANDARIN

Having been studying in a school using Mandarin as teaching medium
Mandarin is practically the primary language I use
during kindergarten to primary six

CANTONESE

Cantonese is my mother tongue
It is the language I use growing up in Hong Kong
and I still use it till now to communicate with my parents and friends

HOKKIEN

Hokkien is another dialect I use regularly
It is commonly used among Chinese in regions and countries like
southern Fujian province, Taiwan, Singapore, & Philippines.

FILIPINO

Filipino is my lingua franca in the Philippines
I use this language to interact and communicate with the locals
for the past eight years

