

Daniel Chiew



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US Citizen

<http://bit.ly/oIFW8z>

Profile **Experienced product professional, seeking opportunities to craft novel and impactful visual computing solutions that solve pressing customer needs delightfully.**

An inquisitive explorer and meticulous system thinker, ready to understand & solve difficult market problems; simplify & distill them into insights; and create & fulfill realizable plans with excellence.

Experience **Associate Director, Product Strategy, Collins Aerospace, Remote 2023-present**

Direct Avionics Vision Systems Product Line Strategy, advising leaders of a ~\$300M business.

- Conduct portfolio analysis, market research, competitive intelligence gathering.
- Develop product strategies through insights uncovered from cross-functional workshops.
- Discover quantifiable user-value hypotheses through data analysis and modeling.
- Create and deploy a comprehensive product and technical roadmap process.
- Improve product-market fit with product segmentation in response to market & customer trends.
- Assess AI inclusion opportunities into products, evaluating market, end-user, regulator factors.
- Educate and inform customers through rich technology product briefings.

Tools: Microsoft PowerBI, PowerPoint, Excel, PowerQuery, DAX, VBA.

Senior Manager, Product Marketing, Collins Aerospace, Remote 2022-2023

Marketing focal for multi-site portfolio encompassing airborne camera & transparent display systems.

- Managed marketing budget supporting a portfolio of ~\$250M annual sales.
- Developed and executed product Go-To-Market Plans (branding, collateral generation).
- Conducted market research and built persona profiles for B2B customers.

Tools: Microsoft Office 365, Adobe Creative Cloud, Photoshop.

Senior Principal Avionics Systems Engineer, Collins Aerospace, Remote 2018-2022

System Architect and Lead Engineer for industry-first Combined and Synthetic Vision Guidance Systems.

- Recognized as Collins Aerospace 2022 Engineer of the Year Semi-Finalist for Avionics Vision Systems.
- Advanced state of the art as Secretary of RTCA SC-213 Vision Systems committee.
- Promoted global interoperability and adoption as representative on ICAO Flight Ops Sub-Group.
- Aligned product line design and customer pilot & engineering expectations.
- Realized real-time, low-latency image processing via GPU shaders, while improving SWaP-C 2-3x.
- Ensured successful customer certification and operational evaluation with authorities.

Tools: MS O365, GSuite, Adobe Ps, DOORS, Wireshark, Python, DXL, C, OpenGL, GLSL, MATLAB, ARP-4754A, DO-359.

Senior Avionics Systems Engineer, Rockwell Collins, Wilsonville, OR 2010-2018

Vision Systems (HUD, EFVS, SVGS, CVS) Subject Matter Expert. Supported market development, product positioning, customer capture, and led engineering teams in implementation of industry first capabilities.

- Led System & Software Engineering teams in full life-cycle Agile development (teams of 4-6), including requirements capture, build, verification, integration, and validation (incl. flight test).
- Established industry standards as company representative on RTCA SC-213 Committee.
- Architect for Engineering Bids, including Autonomous Flare and Combined Vision System.
- Analyzed competing products, identifying positioning risks and roadmap updates.

Tools: Jira, Confluence, Jama, DOORS, MATLAB, Python, DXL, C, ImageJ, CAFTA, ARP4754A, DO-178B, Office, GSuite.

Avionics Systems Engineer, Rockwell Collins, Cedar Rapids, IA 2006-2010

Researched, designed, architected, integrated, and tested new software products (SVS, AMM, Topo) into the newly launched Pro Line Fusion Integrated Avionics System architectures.

- Defined product characteristics and appearance by authoring requirements and graphic assets.
- Differentiated product with industry leading accuracy through research and implementation.
- Increased user capture rate through modular, re-usable architecture, saving 2-4x cost.
- Established product technology roadmap, incorporating customer trends & competitor analysis.
- Promoted product capabilities to domestic and international customers.
- Optimized airport map function, improving performance 20x, leading SW prototype team of 4.
- Realized SWaP-C improvement in Pro Line Fusion EDS architecture through pioneering internal use of shaders to render terrain maps with COTS GPU, leading team of 3

Tools: MS Office, Adobe Photoshop, Google Earth, DOORS, Wireshark, C, OpenGL, DO-178, ARINC 429/664/818.



Experience

Cont'd

**Network Engineer, LeTourneau University, Longview, TX**

2003-2006

- Designed and developed WSUS configuration software tool, deployed to students campus-wide.
- Developed process utilizing COTS tools for rapid & consistent WAP deployment & configuration.
- Configured, deployed, & maintained Cisco Network Equipment in MS Windows Domain.
- Represented Network Services Dept via help-desk, diagnosed & resolved connectivity tickets.

Tools: Cisco Catalyst Switches, CallManager, 7000-series IP phones, Aironet devices, LEAP, MS Windows 2K/XP/2K3

Video Editor and Producer, LeTourneau University, Longview, TX

2003-2005

- Produced recruiting videos and authored DVDs for Department of Aeronautical Science.
- Created brochures for team fundraisers, including SAE AeroDesign and NIFA teams.
- Captured videos and photos for Department of Aeronautical Science.

Tools: Adobe Premiere. Adobe Photoshop. Adobe After Effects. Adobe Encore. Canon XLIS. Canon 20D.

Video Producer and Engineer, Institute in Basic Life Principles, Oak Brook, IL

1999-2002

- Designed, installed, operated, and maintained live-event and post-production video systems.
- Produced rich and flexible presentations on national speaking tours with company president.
- Leveraged COTS tools to: increase capability & transition to digital distribution (DVD/web).
- Managed production teams of 2-6 members in various on-location sets.

Tools: Grass Valley, AVID, FAST, Adobe Premiere/After Effects/Photoshop, PowerPoint, Quark Xpress, Infini-D, DVCPro.

Education & Certifications

**Aeronautical Science, Electrical Systems.** LeTourneau University, Longview, TX

2006

GPA: 3.89/4.00. Presidents List. SAE Aerodesign Team. NIFA Flight Team. Resident Assistant.

**Aha! Product Management Professional Certificate.**

2025

**Pragmatic Certified Product Manager.** Foundations, Market, Focus, Build.

2022-2025

**FCC Amateur Radio Operator.** Amateur Extra Class.

1998, 2021

**Adobe Certified Expert.** Photoshop (7.0, CS2/3/4). Lightroom (1.0). Premiere (6.0).

2002-2010

**FAA Private Pilot.** Airplane Single-/Multi-Engine Land. Instrument Rating. 300+ hrs.
Endorsements: High Performance, Complex, & Tailwheel.

1999-2006

**FAA Maintenance Technician.** Airframe & Powerplant Ratings.

2006

Microsoft Certified Professional. Microsoft Certified Systems Administrator (Windows 2000).

2000

Patents

System, Module, & Method for Presenting an Abbreviated Pathway on an Aircraft Display Unit (US 7,965,202).
System, Apparatus, and Method for Generating Location Information on an Aircraft Display Unit
Using Location Markers (US 8,099,234).

Synthetic Vision Dynamic Field of View (US 8,159,416).

System, Module, & Method for Presenting NOTAM Information on an Aircraft Display Unit (US 8,200,378).

System, Module, & Method for Generating HUD Image Data from SVS Image Data (US 8,384,730).

Position-Dependent System, Apparatus, and Method for Generating Runway Visual Aids Presented on an Aircraft Display Unit (US 8,462,019).

Image Combining System, Device, and Method of Multiple Vision Sources (US 8,976,042).

System, Apparatus, & Method for Generating Runway Visual Aids on an Aircraft Display Unit (US 9,245,450).

Integrity monitoring systems and methods for image sensors (US 10,907,968).

Motion Vector Vision System Integrity Monitor (US 10,997,731).

Head-up display including supplemental indicator (US 11,046,452).

System and method to momentarily switch SVS mode (US 11,097,851).

Integrity monitoring systems and methods for image sensors (US 11,530,918 B2).

Apparent Video Brightness Control and Metric (US 11,348,470).

Interests & Hobbies

Photography, Videography, Teaching, Reading, Hiking, Camping, Backpacking, Travel, Astronomy, Piloting, Aviation, Aerospace, Geodesy, Sci-Fi, Board Games, Video Games, SCUBA, Amateur Radio, Audio/Video Specialist.