Hello 37signals!

My name is Ka Wai Cheung and I would love to be your next Web App Product Designer. Here's a bit about me.

I'm a father to two wonderful(ly hectic) kids. After growing up in Chicago, I married and moved to San Francisco, where I've worked remotely since 2014. For over 25 years, I've been building for the Web, working almost exclusively within tiny development teams from 3 to just me. I've learned a lot about a lot.

I craft user interfaces from conception to deployment, but I've also maintained large relational databases, built complex server-side systems, and managed production infrastructure too (though I don't enjoy that last part).

I mention this because, as a product designer, I use my understanding of the entire system to make better design decisions. I shape features with foresight well beyond the interface.

I try to bring delight to everything I create. Delightful interfaces, whimsical little touches, memorable interactions, writing that hits. Amidst all the AI-generated, cookie-cutter stuff being churned out today, it feels like delight is being left behind.

A few other notes about me:

- **I design directly in HTML and CSS**. I don't translate between design and implementation.
- **I've picked up Ruby on Rails and Hotwire over the past year**. With my decades-long background in other languages and frameworks (like C# and .NET), I've found the transition quite smooth (Thanks DHH and co!)
- **I embrace constraints in all of my work**. I'm a huge fan of No Build. Of plain old HTML, CSS, and Javascript. Of removing all the unnecessary extra that seeps into technology today.
- **I am a voracious writer**. From three books to 100 blog posts, help docs to technical wikis, headline copy to a label, I love to write. I try to be clear, approachable, and empathetic. A sprinkle of humor when it feels right too.

I know this is a unique, highly sought-after role and company, but I think I've got what it takes. It's also a role that feels perfect for where I am in my career.

See, if my career were a Hill Chart, it would look something like this:

In my 20s, I did a lot of contract design work using HTML, CSS, and Flash. At 27, I co-founded a web consulting company called We Are Mammoth, where I mainly worked on back-end development, leading a team of roughly a dozen.

It was there where, in 2008, I began building an issue tracker called DoneDone for much the same reason you built Basecamp: we needed something better for our clients. I wore **all** the design and development hats with DoneDone for 15 years. It's my life's work.

Last fall, my business partner and I sold it. This gets me back to that Hill Chart.

Now, at 45, I am seeking focus on what I love to do the most: **Designing thoughtful interfaces and experiences while writing beautiful code**. I relish the process of starting from nothing and getting to everything. I enjoy riffing ideas with a teammate to get to a better, often surprising place. I love creating beautiful things. It's my natural high.
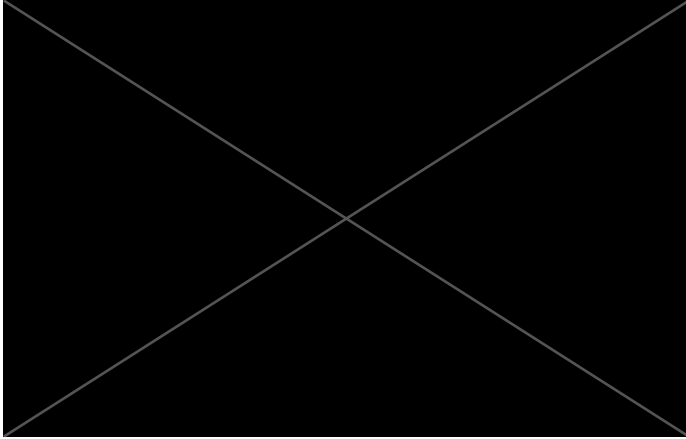
I want to work with the best. With a group of doers. With great communicators. I've followed 37signals since the early days of eNormicom and 37better, and it would be a career highlight to one day say I helped grow what you started.

I also cherish long-term relationships. Some of my closest friends are those I've been in the trenches with. I hope to forge new ones with the folks at 37signals.

With this kind of focus, in this kind of environment, I think I can produce the best work of my career.

One final note.

In 2005, I emailed Jason Fried about hiring me as a Flash developer. I was convinced this would be the natural next step for 37signals. Thankfully for Jason, he never wrote back. I do hope the second time is the charm.

P.S. I've created a portfolio focused on this role at **37signals.kawaicheung.io**.