

# profile

## SHAHARUDEEN CHUA


CONTENT DESIGNER | CONSULTANT | TRAINER



### Specialities and Competencies

- Content Design & Development
- DooH Marketing and Strategies
- Instore Digital Signage AI
- Storytelling for Leadership
- Leadership & Team Transformation
- Digital Body Language
- DISC Profiling
- AI Masterclass

### Certifications

- Accredited HRDC Trainer
- AI Masterclass
- Intuiface Creative Expert  Gold Expert
- C&G Electrical & Electronic Eng
- AutoCad Level 1



www.hwlifecoaching.com

With over 27 years of experience in the digital signage industry, Shaharudeen Chua is a trailblazer in merging technology with creative solutions. Having completed his studies in Electronic and Electrical Engineering at KDU, he lives by the motto: **Building lasting and sustainable growth through self-improvement.**

As the former Director of Products and Solutions at Click IX Sdn Bhd, Shaharudeen has spearheaded transformative projects across the globe. His expertise spans project management, content development, and digitalization strategies for the retail, DOOH, and corporate sectors. His portfolio boasts collaborations with giants like Singtel, Mercedes Malaysia, and Sunway Medical Center, and he has delivered impactful training sessions in Singapore, Taiwan, China, Australia, the Philippines, and Vietnam.

Currently, Shaharudeen is diving deep into generative AI crafting a cutting-edge toolkit that empowers innovators to bring their ideas to market using AI. His passion is not just to teach but to inspire—to help individuals and companies thrive in the digital age through tailored training and mentorship.

Shaharudeen's training sessions are more than just educational—they are transformative experiences designed to empower and uplift. Whether you're looking to innovate, optimize, or inspire, he's ready to guide you on a journey of growth and success

## work experience



## clientele

