

Chad Martin

Senior Producer & Technical Strategist | Xbox | Microsoft (via
Hanson Consulting Group)

Creative systems thinker. Builder of support ecosystems. Explorer of digital emotion.

Experience

Producer - Xbox | Microsoft

Hanson Consulting Group · Full-time

Jun 2014 – Present · Kirkland, WA

Producer

Technical

Leadership

Strategy

support.xbox.com

Producer and systems strategist for Xbox Support, contributing to CMS migrations, internal tooling, AI-powered editorial workflows, multi-platform content delivery, and original video production. Drove the Copilot Playground initiative and collaborated with engineering, localization, and UX to enhance support experiences. Produced content for the Xbox Support app on console and maintained support.xbox.com—Xbox’s global support site averaging 30 million monthly users. Built and launched game support hubs for major titles including Hellblade II, South of Midnight, Microsoft Casual Games, and Gears of War—delivering help content across Xbox console, desktop app, mobile, and web. Also produced video walkthroughs, showcase reels, and training-focused trailers to support product launches and elevate the support experience.

Web Producer - Xbox | Microsoft

Denny Mountain Media

May 2010 – Jun 2014 · Redmond, WA

Producer

Web Development

Content

CMS

Xbox Console

Maintained Xbox web and console content using a proprietary CMS. Published support materials to the Xbox console, including troubleshooters, product pages, and game-specific help. Also published promotional Game Billboards—full-screen panels spotlighting titles, features, and updates directly to console users. Optimized assets, performed QA, and collaborated with global teams to launch key support pages and console content across multiple product cycles, including for the Xbox One launch.

Web Producer – Xbox | Microsoft

Filter, A Merkle Company

Feb 2009 – Jun 2010 · Seattle, WA

Producer

SharePoint

Design

Internal Tools

Xbox.com

Produced and published web content for Xbox.com, including splash pages, game title hubs, and major release campaigns. Built complex, high-visibility pages from scratch using HTML and CSS, translating Photoshop-based visual designs into responsive, production-ready layouts. Also supported internal Microsoft teams by building SharePoint sites and communication templates. Helped deliver outreach and support content to over 25,000 internal users and the global Xbox audience.

Additional Roles

Microsoft, Muze, Loudeye, DiscoverMusic

1998 – 2009 · Seattle, WA

Media

Metadata

Training

Held roles including Web Producer, Media Supervisor, Graphic Designer, and Content Technician. Responsibilities spanned metadata tagging, CMS publishing, CD archive management, digital delivery, QA, and team training across media and tech companies.

Skills

- **Design & Visual:** Graphic Design, Web Design, UX/UI, Brand Development, Prototyping, Creative Direction, Typography, Color Theory
- **Video & Motion:** After Effects, 2D Animation, Video Editing, Character Design, Audio Mixing & Mastering, Video Production
- **Web Development:** HTML5 / CSS3 / JavaScript, XML / ASMX, SharePoint, CMS Development, QA & Debugging, Responsive Design
- **Data & Analytics:** Excel Formulas, Power Query, Power BI Dashboards, Data Modeling, Power Pivot, Power Automate
- **AI & Automation:** AI Prompt Design, Editorial Automation, Image AI Generation, Voice AI Generation, Metadata Systems, Data Pipelines, Azure DevOps, GitHub / Azure Pipelines
- **Leadership & Strategy:** Content Strategy, Localization, Cross-Functional Leadership, Accessibility (WCAG 2.1 AA), QA Processes, Team Mentorship

Awards & Accolades

Microsoft Impact Award - UX & Platform Innovation

February 2024

- Transformational platform migration affecting millions of users
- Significant improvements in content localization and publishing workflows
- Cross-organization collaboration and innovation
- Executive recognition signed by Microsoft CEO Satya Nadella

Hanson Consulting Group - Superhero Award

December 2022

Recognized for excellence in leadership, collaboration, and creative problem solving within Xbox Support content production pipelines.

- Geeks
- Nerds
- Geniuses
- Superheroes

We're here to save the day.

Education

- **Art Institute of Seattle** - Associate of Applied Arts, Video Production (1995-1997)
- **University of Alaska Fairbanks** - Broadcast Journalism (1993-1995)