

# Chad Martin

## Senior Producer & Technical Strategist

Turning complexity into clarity—through design, intent, and systems that serve millions.

## Experience

### Producer - Xbox | Microsoft (via Hanson Consulting Group)

Jun 2014 - Present

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, 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 users per month. Built and launched game support ...

### Web Producer - Xbox | Microsoft

May 2010 - Jun 2014

Published support content to Xbox console, including troubleshooters, product pages, and game-specific help. Published promotional Game Billboards to the Xbox Home dashboard. Optimized assets, performed QA, and collaborated with global teams to launch key support pages and console content, including support for the Xbox One launch.

### Web Producer - Microsoft

Feb 2009 - Jun 2010

Built internal SharePoint sites and communication templates. Translated visual designs into responsive layouts. Supported outreach for 25,000+ internal users across Microsoft teams.

## **Additional Roles**

Microsoft, Muze, Loudeye, DiscoverMusic (1998–2009) – Web Producer, Media Supervisor, Graphic Designer, and Content Technician.

## **Skills**

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

## **Awards & Accolades**

### **Microsoft Impact Award - UX & Platform Innovation (2024)**

Recognized for leadership in the Compass-to-Campsite CMS migration for Xbox Support, improving global publishing workflows.

### **Hanson Consulting Group - Superhero Award (2022)**

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

Superhero Award named after Hanson's motto:

- 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)