



# Richard Chin

Pushing the boundaries of experience & design with code.

As a **Marketing Web Developer**, I help bridge the communication gaps between Development, Marketing and Design to develop elegant, performant experiences to connect with prospects, nurture relationships, reinforce brand image and drive revenue.

## Get in touch!

### Email:

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### Mobile:

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### Social:

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github.com/ricch  
trailblazer.me/id/richardchin

### Website:

richardchin.ca

## Work Experience

### Kira Systems

#### Sr Web Developer | November 2017 - Present

- Spearheaded the transformation and enablement of Kira's digital marketing arm for high growth and adoption of machine learning in the legal technology industry
- Collaborated with the marketing and creative teams to define the vision and roadmap with the creation of digital experiences for audiences ranging from law firms and corporations, to developers and regulatory bodies
- Lead the integration and maintenance of the tech stack, analytics, CRM and marketing technologies
- Utilized automations, recurring testing and continuous optimization of the digital journey to increase website traffic, boost conversion rates, create new opportunities, and drive revenue

### Jonas Club Software

#### Marketing Design Lead / Coordinator | 2009 - 2017

- Responsible for the design, development and management of multiple corporate websites. Utilized Kentico's Content Management System (CMS) to create responsive websites that meet today's mobile web standards as well as adhere to W3C's accessibility and usability guidelines
- Tasked with creating and designing magazine advertisements, sales brochures, e-mail promotions, booth displays, user guides, PowerPoint presentations, etc

## Skills & Tools

### Dev Stack

HTML 5  
CSS3 / SCSS  
JavaScript  
Hugo  
Forestry  
Bulma  
Bootstrap  
Github  
Gulp  
React  
Firebase  
Kentico  
jQuery  
Wordpress

### MarTech Stack

Salesforce  
Pardot  
Adobe Creative Suite  
Marketo  
Google Marketing Platform  
(Analytics, Tag Manager,  
Optimize, Data Studio)  
Drift  
Hubspot

## Education

### HackerYou College of Technology

#### Web Development Immersive | 2017

### Hubspot

#### Inbound Marketing Certification | 2016

### Akendi - Experience Thinking

#### User Experience Designer Certificate | 2015

### George Brown College

#### Graphic Design - Ontario College Advanced Diploma | 2008