Chad Martin

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

Experience

Producer – Xbox | Microsoft

Jun 2014 – Present · Kirkland, WA

Producer and systems strategist for Xbox Support, contributing to CMS migrations, internal tooling, AI-powered editorial workflows, multiplatform content delivery, and original video production. Drove the Copilot Playground initiative and collaborated with engineering, localization, and UX to enhance support experiences. Produced in-app support content for the Xbox Support app on console and the Xbox app on PC, and maintained support.xbox.com—Xbox's global support site with 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 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

May 2010 – Jun 2014 · Redmond, WA

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, and contributed content to support.xbox.com.

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

Feb 2009 – Jun 2010 · Seattle, WA

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

1998 – 2009 · Seattle, WA

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 including Microsoft, Muze, Loudeye, and DiscoverMusic.

Skills

Graphic Design   Web Design   Video Production   2D Animation   UX/UI   Web Development

HTML5 / CSS3 / JS   SharePoint   CMS Development   QA & Debugging   Responsive Design

Advanced Excel   Power BI Dashboards   Data Modeling   Power Automate

AI Prompt Design   Voice AI Generation   Image AI Generation   Metadata Systems

GitHub / Azure Pipelines   Content Strategy   Localization   Cross-functional Leadership

Accessibility (WCAG 2.1 AA)   QA Processes   Team Mentorship   Graphic Design

Video Production   UX/UI   Web Development   AI Prompt Design   CMS Development

Accessibility   Localization   QA & Debugging   Team Leadership   Data Visualization

Awards & Accolades

Microsoft Impact Award – UX & Platform Innovation

February 2024

Awarded for leadership in the Compass-to-Campsite CMS migration powering Xbox Support, modernizing the editorial pipeline and improving global publishing efficiency.

- 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.

Education

Art Institute of Seattle

Associate of Applied Arts, Video Production

1995 – 1997

"Creative roots and technical storytelling began here."

University of Alaska Fairbanks

Broadcast Journalism

1993 – 1995