

Chad Martin.

Senior Producer and Technical Strategist

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Eighteen years building, publishing, and automating content for Xbox: from hand-coding Xbox.com splash pages in 2008, to content readiness for the Xbox One global launch, to producing the weekly merchandising that ships to the Xbox Desktop and Mobile apps across 100+ locales today. My role kept evolving from producing content to building the systems that produce it, pairing deep fluency in publishing pipelines, CMS platforms, and localization at scale with the JavaScript and Node.js skills to automate what shouldn't be manual and the AI workflow skills to scale what's left.

01 EXPERIENCE

Producer, Xbox Store, Microsoft

Hanson Consulting Group • Jul 2025 – Present • Seattle, WA

- Produce and publish weekly promotional content for the Xbox Desktop and Mobile apps across 100+ locales in every Xbox market worldwide.
- Design and maintain the Content Packager, a Node.js engine and zero-dependency web app that turns weekly campaigns into upload-ready packages for two CMSs, five storefront surfaces, and up to 122 locales, with a human sign-off gate on everything that ships.
- Produce and animate developer tutorial videos for ID@Xbox, published on official Xbox channels.

Producer, Xbox, Microsoft

Hanson Consulting Group • Jun 2014 – Jul 2025 • Kirkland, WA

- Received the Microsoft Impact Award for leadership in CMS migration and support platform innovation.
- Led the end-to-end migration from Zendesk to Campsite CMS, delivering 100% content accuracy with zero downtime.
- Scaled and automated localized content creation through the Copilot Playground, using prompt engineering and custom agents integrated into daily workflows.
- Shipped multiplatform help hubs for major studio titles, refund and in-console billing flows, Power BI dashboards, and cross-functional Figma design reviews.

Xbox Console & Web Producer, Xbox (Microsoft)

Denny Mountain Media • May 2010 – Jun 2014 • Redmond, WA

- Published support and promotional content to Xbox.com and the console UI, including troubleshooters, product pages, and full-screen Game Billboards, through the Xbox One launch.

Web Producer, Xbox (Microsoft)

Filter, a Merkle Company • Feb 2009 – Jun 2010 • Seattle, WA

- Hand-coded Xbox.com splash pages, game hubs, and global release campaigns from Photoshop mockups, and built SharePoint sites and templates serving 25,000+ employees.

Additional roles

Microsoft, Muze, Loudeye, DiscoverMusic • 1998 – 2009

- Web Producer, Media Supervisor, Graphic Designer, and Content Technician across media and technology companies: metadata, CMS publishing, digital delivery, QA, and team training.

02 SELECTED PROJECTS

- **Xbox Support:** live publishing for support.xbox.com, 32M+ monthly users, 40+ languages.
- **Content Packager:** Node.js localization engine, 122 locales across 5 storefront surfaces.
- **Copilot Playground:** prompt-engineering toolkit spanning 22 AI models, roughly 10x faster publishing.
- **Grand Central 3.0:** Power BI audit platform tracking 7,490 assets and 500K+ links.
- **Xbox Support App:** on-console support experience reaching 30M+ users a month.
- **Hellblade, Ninja Theory:** simultaneous dual-title support launch, 1M+ monthly users.
- **Gears of War:** modular support framework, critical deploys cut from 3 days to under 12 hours.
- **South of Midnight:** launch-day support in 40+ languages with zero critical issues.
- **Microsoft Casual Games:** 12+ titles migrated off Zendesk with zero downtime.
- **Figma Fleet:** onboarding toolkit that trained 12 and cut onboarding time 40%.

03 SKILLS

WEB DEVELOPMENT

HTML5, CSS3, JavaScript, Node.js, SharePoint, CMS development, responsive design

AI & AUTOMATION

Prompt design, JavaScript automation, zero-dependency web apps, content pipelines, Azure DevOps

DATA & ANALYTICS

Advanced Excel, Power Query, Power BI, Power Pivot, Power Automate

VIDEO & MOTION

After Effects, 2D animation, video editing, audio mixing, voice AI

DESIGN & VISUAL

Graphic and web design, UX/UI, prototyping, creative direction, Figma

LEADERSHIP & STRATEGY

Content strategy, localization, cross-functional leadership, WCAG 2.1 AA

04 AWARDS & EDUCATION

Microsoft Impact Award, UX & platform innovation

February 2024

Compass-to-Campsite CMS migration powering Xbox Support. Recognition signed by CEO Satya Nadella.

Hanson Consulting Group, Superhero Award

December 2022

Leadership, collaboration, and creative problem solving in support content pipelines.

Art Institute of Seattle

1995 – 1997

Associate of Applied Arts, Video Production.

University of Alaska Fairbanks

1993 – 1995

Broadcast Journalism.