



CHAD DOI

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PROFESSIONAL SUMMARY

Creative Graphic and Web Designer with 17+ years' experience in digital/print design, user interface development, web design, front-end development, marketing automation, and media advertising. Proven success creative innovative, strategic designs for a diverse range of clients, from startups to large enterprise companies, spanning various industries including media & entertainment, healthcare, product design, government, and domain areas such as cloud and AI.

SKILLS

Design: Print | Web | Social Media | Adobe Photoshop, Illustrator, InDesign, Acrobat, After Effects | Canva

User Experience: User Research/Testing | Sitemap Creation | Wireframing | Prototyping | Sketch | Figma

Front-End Development: HTML | CSS | JS | Wordpress | Drupal | Sitefinity | Salesforce | Hubspot

Digital Marketing: Branding | Marketing Analytics | Content Creation | Email and Social Media Marketing | SEO

Marketing Automation: Hubspot | Salesforce | Eloqua

EXPERIENCE

HP Inc.

Graphic Designer / Webmaster

2021 - Current

Managed critical brand transition for Teradici's acquisition by HP, resulting in a successful integration that strengthened digital offerings and enhanced market presence

- Produced brand guidelines with online libraries for logos, icons, colors and ad and collateral templates for marketing and development teams to access.
- Adapted design concepts to different media formats, including web, social media, print, and video
- Collaborated with marketing managers and developers to ensure the successful creation and publication of web pages
- Mentored junior designers on best practices in visual design and provided feedback on their work
- Developed a drag-and-drop email builder that reduced review cycles and accelerated marketing automation

Teradici

Front-End Web Developer / Graphic Designer

2014 - 2021

Joined Teradici in mid-startup days to lead graphics design and marketing efforts and effectively communicated the company vision to a wider audience, fostering brand recognition and driving business growth

- Created brand guidelines and a design library that enabled employees to quickly access graphic elements, which improved consistency throughout the company
- Developed a digital marketing intake process using Microsoft Teams and Power Automate that streamlined workflows and increased productivity
- Designed print collateral, product packaging, trade show booths and publication advertising
- Conceptualized technical diagrams and infographics for training videos, presentations and user guides
- Managed design, development, and maintenance of the corporate website (Sitefinity), and support and partner portals (Salesforce)
- Developed a knowledge center and forum that reduced support tickets and pain points for customers
- Supported product launches with lead-generation landing pages and e-mail campaigns (Hubspot)

Chad Doi Design

Web Developer / Graphic Designer

2007 - 2014

Launched my own graphics design firm and built strong, long-term client relationships, leading to a high rate of repeat business and quality referrals

- Managed website projects from start to finish, including researching, gathering requirements, creating mockups, designing layouts, coding pages, testing functionality, and launching sites.
- Optimized and maintained existing websites for improved performance, search engine ranking, user experience and engagement
- Worked with clients to design a variety of marketing materials including logos, brochures, event promos and advertisements
- Managed external vendors including freelance designers and developers

AECOM, Formerly Earth Tech Inc.
Graphic Designer
2002 - 2007

Created proposal and statement of qualification documents that helped secure new projects for a large engineering firm

- Developed templates that could be used repeatedly across multiple project bids, saving time and production costs
- Collaborated with engineers and project managers to ensure document requirements were met and they were delivered on time
- Utilized skills in AutoCAD to create drawings and mapping for documents and presentations
- Designed brochures, ads, posters and other print materials for engineering events

EDUCATION

UX Design Circuit
General Assembly

Web Technologies Certificate
British Columbia Institute

B.Sc - Industrial Technologies
Western Washington University