



Richard Chin

Pushing the boundaries of experience & design with code.

With over 10 years experience as a **Marketing Web and Operations Lead**, 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!

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Social:

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Work Experience

Kira Systems

Sr Web Developer | November 2017 - April 2022

- 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