

CAMHOA CHAU

PRINCIPAL BRAND DESIGNER

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PERSONAL SUMMARY

Principal Brand Designer with 15+ years of experience building and scaling brand systems, digital products, and integrated campaigns for a consumer technology company. Deep expertise in translating business goals into cohesive visual experiences across web, mobile, email, retail, packaging, tradeshow and motion. Known for designing scalable systems and workflows that improved production efficiency by an estimated 40%, while maintaining quality across high-volume output. Experienced in cross-functional partnership with product, engineering, and marketing leadership. Currently open to Senior/Staff IC roles.

EXPERIENCE

PRINCIPAL BRAND DESIGNER, CREATIVE DIRECTOR

YESVIDEO, Inc. Campbell, CA / 2023 – 2026

Spearheaded creative vision and brand evolution across digital, marketing, and product experiences for a consumer technology company serving millions through retail partners like Costco and Walmart. Defined and scaled brand guidelines across 6+ customer-facing platforms, ensuring visual consistency. Simplified the MemoryCloud web app user journey for a non-tech-savvy audience, reducing interaction friction and improving media accessibility for millions of customers through a high-craft UI redesign. Directed integrated marketing campaigns, aligning strategies with revenue goals. Designed retail signage and in-store environmental graphics deployed across Costco, Walmart, CVS, and Sam's Club locations nationwide, including large-format exit poster signage and promotional kiosk displays.

- Developed templated systems, reducing asset creation time by 40%.
- Designed wireframes and high-fidelity visuals in Figma and Sketch, and shipped final web experiences on Shopify.
- Designed and developed email campaigns with Klaviyo.
- Presented creative concepts to executive leadership, refining strategies based on feedback

SENIOR GRAPHIC/PRODUCT DESIGNER

YESVIDEO, Inc. Santa Clara, CA / 2014 – 2023

Oversaw visual and product experience across digital and physical channels during significant brand growth. Collaborated with product and engineering to design web and mobile experiences, enhancing engagement and conversion rates. Utilized performance data and A/B testing to refine layouts and interactions across platforms. Spearheaded a comprehensive rebrand, establishing visual identity and brand guidelines while ensuring governance across customer-facing channels. Led spatial and booth design for major industry trade shows including CES and PMA, owning the full creative from concept through on-site execution.

- Developed scalable design systems for web, mobile, and email, improving consistency and reducing production timelines.
- Streamlined complex services into user-centric interfaces, enhancing customer journeys.
- Created engaging motion graphics and brand videos to boost customer engagement.
- Directed design for key product launches and retail initiatives, acting as creative lead for cross-functional teams.

GRAPHIC DESIGNER

YESVIDEO, Inc. *Santa Clara, CA / 2010 – 2014*

Designed marketing materials, including websites, packaging, and brochures. Supported national retail partnerships through print advertising and digital assets. Produced animated graphics and edited multimedia content for campaigns. Ensured brand consistency across all materials while meeting tight deadlines.

- Created engaging websites and promotional materials.
- Collaborated with Costco, Walmart, and Sam's Club on advertising.
- Developed and edited multimedia content for campaigns.
- Maintained brand standards across customer-facing materials.

FREELANCE DESIGNER / 2011 – 2014

SELF-EMPLOYED *Santa Clara, CA*

Designed brand collateral, pitch decks, and marketing materials for diverse clients in real estate, media, and technology sectors. Managed projects from concept to completion, ensuring alignment with client vision and objectives.

- Created engaging visuals for Interio Real Estate, enhancing brand presence.
- Developed comprehensive pitch decks for The Mother Company, securing new business.
- Produced marketing materials/signs for PriceTector/Eyeona for convention booth

EDUCATION

SAN JOSÉ STATE UNIVERSITY

Bachelor of Fine Arts, Graphic Design
Magna Cum Laude

SKILLS

Brand & Visual Design Brand identity, brand systems, visual identity, art direction, typography, packaging design, retail design, print production, motion graphics, environmental graphics, trade show design, wayfinding, large-format print

UX & Digital UI/UX design, wireframing, prototyping, interaction design, responsive design, A/B testing, user journey mapping, conversion optimization

Design Tools Figma, Sketch, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects

AI & Design Ops Claude, ChatGPT, Adobe Firefly, DesignOps, asset management, design systems, production workflow development

Web & Email Shopify, HTML/CSS, Klaviyo, email marketing

Collaboration & Strategy Creative direction, creative strategy, cross-functional collaboration, executive presentation design, production oversight, installation support, vendor management

REFERENCES

LISA MCCABE

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