

# CAMHOA CHAU

## SENIOR GRAPHIC/PRODUCT DESIGNER

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Senior Graphic & Product Designer with 15+ years of experience leading brand, UX, and digital initiatives across web, mobile, and product ecosystems. Proven track record of designing and scaling user-centered experiences and visual systems across web, email, social, and integrated platforms. Experienced in collaborating with product, engineering, and marketing teams to translate complex ideas into intuitive, high-impact solutions. Skilled in design systems, interaction design, and data-informed iteration, with a strong focus on usability, scalability, and performance.

### CORE COMPETENCIES

Creative Direction  
Brand Strategy  
Visual Identity Systems  
UI / UX Design  
Marketing Campaigns  
Web & Mobile Design  
Packaging & Retail  
Motion & Video  
Cross-Functional Leadership

### TOOLS

Adobe Creative Suite  
Microsoft Office  
Sketch / Figma  
Shopify Web Design  
Klaviyo Email Marketing

### EDUCATION

#### SAN JOSÉ STATE UNIVERSITY

Bachelor of Fine Arts, Graphic Design  
*Magna Cum Laude*

### EXPERIENCE

#### YESVIDEO / 2010 – PRESENT

##### CREATIVE DIRECTOR / 2023 – PRESENT

Lead the creative vision and brand evolution across digital, marketing, and product experiences.

- Define and scale brand guidelines and design systems across web, product, email, social, retail, and motion, ensuring consistency across all touchpoints.
- Lead UI/UX design for MemoryCloud web app, shaping end-to-end user experiences for a customer platform hosting digitized media, including viewing videos and photos, browsing, download flows, and integrations with Google Photos.
- Design and optimize user experiences across owned and partner websites (YesVideo, Capture, WalmartDVD, CostcoDVD, SamClubDVD), improving usability and conversion across key journeys.
- Create wireframes and high-fidelity designs in Sketch/Figma, and collaborate with engineering to implement experiences using Shopify and HTML/CSS.
- Partner with marketing, product, and engineering leadership to translate business goals into scalable, user-centered solutions.
- Direct integrated campaigns and oversee creative output, maintaining a high quality bar while streamlining workflows.

##### SENIOR GRAPHIC/PRODUCT DESIGNER / 2014 – 2023

Owned and evolved the company's visual and product experience across digital and physical touchpoints during a period of rapid growth.

- Designed end-to-end web and mobile experiences in close partnership with product and engineering, improving key user flows and contributing to increased engagement and conversion rates.
- Used performance data (conversion rate, click-through rate, bounce rate) and A/B testing to iterate on layouts, content, and interactions, driving measurable improvements across web and email experiences.
- Built and scaled design systems across web, mobile, and email (Klaviyo), increasing consistency and significantly reducing production time for cross-functional teams.
- Simplified complex service offerings into intuitive, user-centered interfaces, improving usability and reducing friction in key customer journeys.
- Collaborated cross-functionally to define requirements, align on strategy, and ship high-impact features.
- Led design for major product launches and retail initiatives, supporting both user experience improvements and business growth goals.

##### GRAPHIC DESIGNER YESVIDEO / 2010 – 2014

Executed brand and marketing initiatives across print and digital.

- Designed a wide range of marketing assets, including websites, packaging, brochures, retail signage, and digital campaigns.
- Supported national retail partnerships through print, catalog, and web creative, ensuring brand alignment across platforms.
- Produced digital content including motion graphics, photo/video edits, and campaign assets to support customer engagement.