

CJ WILLIAMS

SENIOR UX/UI DESIGNER & FRONT-END DEVELOPER

 **Phone**
406.579.1985

 **Portfolio**
hirecj.com

SOCIAL

 **LinkedIn**
/cjwilliamsworks

 **GitHub**
/silencekillsdesign

 **Codepen**
/silencekillsdesign

EDUCATION

Treehouse Academy
Front-End Development Tech Degree
teamtreehouse.com
2013 - 2015

Montana State University
Graphic Design & Music Technology
Bozeman, MT
2003 - 2008

SKILLS

- UX / UI / PRODUCT DESIGN
- USER RESEARCH / TESTING
- INFORMATION ARCHITECTURE
- ADOBE CC / FIGMA
- HTML / CSS / JAVASCRIPT
- VUE / NUXT / REACT / NEXT
- E-COMMERCE OPERATIONS
- MAGENTO / WOOCOMMERCE
- TECHNICAL SEO / SEM / PPC
- AGILE - MONDAY / JIRA

CERTIFICATIONS

- GOOGLE UX DESIGN
- GOOGLE DIGITAL MARKETING
- ADVANCED GOOGLE ANALYTICS
- CERTIFIED NUXT MASTER
- HUBSPOT INBOUND

PROFILE

Dynamic Senior UX/UI Designer and Front-End Developer with extensive experience crafting user-centered solutions for SaaS platforms and E-commerce applications. Proven ability to lead cross-functional teams to deliver products that enhance user experience and drive business growth. Fluent in Figma, Adobe Creative Cloud, and Vue.js, with expertise in user research, interaction design, visual design, and prototyping. Passionate about transforming complex user needs into intuitive, accessible, and scalable digital experiences.

EXPERIENCE

Purchasing Platform

Principal UX/UI Designer

July 2024 - Present

- Created and maintained modular design systems to ensure component consistency across platforms while collaborating closely with cross-functional teams to deliver scalable, user-centered solutions on time while adhering to WCAG 2.1 standards
- Iterated wireframes, lo-fidelity and hi-fidelity design prototype, while introducing user testing and real-time internal reviews in Figma, translating user insights into actionable design solutions, improving user flows leading to a 71% increase in user retention
- Introduced data-driven strategies with custom event tracking in Google Analytics, and Hotjar Insights to research and optimize onboarding and user flows for self-registration user flows leading to a 30% increase in new users, and 63% increase in active users

Greenridge

Director of User Experience — E-Commerce

Dec 2022 - Dec 2023

- Optimized user experience and conversion rates by implementing usability testing, A/B testing, and data-driven design strategies, leading to a 420% increase in online sales YoY and improved engagement across product landing pages and checkout flows
- Led a major rebrand and digital transformation, establishing scalable design systems, brand design, and product development processes in Figma and Adobe CC, reducing time-to-launch by 25% and ensuring design consistency across all touchpoints
- Streamlined collaboration by optimizing workflows, reducing design reviews by 12 hours weekly — fostering alignment between design, sales, marketing, and leadership

Hoists.com

Director of Product Development — E-Commerce

Dec 2020 - Jan 2023

- Designed and optimized an intuitive e-commerce experience, transforming 7,000+ complex SKU configurations into a seamless self-service checkout, generating \$750K in first-year revenue while continually improving user flows and engagement
- Scaled a growing team in an Agile environment, translating user research into actionable product roadmaps, expanding departmental capacity by creating five new roles, and improving team efficiency, deliverable turnaround, and product expansion

Bella Group

UX/UI Design Lead

Dec 2019 - Sept 2020

- Managed a large portfolio of clients across multiple industries, designing and optimizing web applications, and e-commerce platforms, resulting in increased user engagement and conversion rates through iterative design and usability testing
- Streamlined workflows by introducing Figma for internal operation, reducing launch times by 45% and improving cross-functional collaboration with development teams
- Enhanced design-to-development efficiency by improving asset curation and documentation, leading to faster implementation, improved accuracy, and a more seamless handoff