


CJ WILLIAMS

UX DESIGNER, FRONT-END DEVELOPER, MARKETER

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TO

Hiring Manager


FROM

CJ Williams

Chicago, IL 60647

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Expertise:

- UX/UI Design
- Front-End Development
- Digital Marketing
- Technical SEO/SEM/PPC
- Branding
- Digital and Print Design
- Audio / Video Production
- Project Management
- Product Development

Tools:

- Adobe Creative Cloud
- HTML, CSS, JS, Vue.JS, Nuxt.JS
- MS Office 365
- WordPress
- WooCommerce & Shopify
- SEMrush
- Google Suite (Ads, Analytics, Search, Business, Merchant Center, & Shopping)
- VS Code
- Email Marketing Platforms

Hi, I'm CJ! I am a UX/UI designer, marketing director, and front-end developer in Chicago. I've got over 16 years of experience in digital marketing, UX/CX/UI Design, Technical Marketing, Branding, and Web Development. I've worked across many industries over the years, including e-commerce, higher education, SaaS, biomedical, industrial supply, food & beverage in both B2B and B2C facing roles.

- 10+ years in front-end development
- 12+ years in UX/UI design
- 20+ years in Adobe CC/CS
- 12+ years in Digital Marketing
- 18+ years in Branding and Brand Management
- Google Career Certificates in UX Design and Digital Marketing

Currently, I am leading UX Design for a new e-commerce site, creative brand redesign, and Development for a better web experience that will launch in July. While I wear many hats, my previous experience has allowed me to move autonomously in implementing best practices and strategies across many disciplines to help this brand succeed as we move toward the entire rebrand launch. I am confident that I will leave the company in a successful position upon my departure.

Since joining Greenridge in December of 2022, I have implemented practices and strategies that have led to an increase in traffic by over 160%, with online sales increasing by over 400%, year-over-year. Prior to Greenridge, I led the design, information architecture, development, and launch of Hoists.com to a successful first year with 28k site visitors, generating \$750k in sales and over \$1.6M in quotes (supply chain issues hit us very hard in fulfillment).

I am currently seeking other opportunities due to a change in circumstances in my current position. I remain on good terms at the office, but I don't feel that this role aligns with my long-term goals. I hope to transition my diverse skill-set accumulated over the course of my career to a role specifically focused on creating great interactive experiences for customers.

Please feel free to reach me with any questions you might have, and I will look forward to speaking soon.

Cheers,



CJ Williams

UX Designer, Front-End Developer, E-Commerce Director