


CJ WILLIAMS

SENIOR UX/UI DESIGNER & FRONT-END DEVELOPER

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TO


Hiring Manager at Intra

FROM

CJ Williams
Chicago, IL 60647

 **LinkedIn**
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Expertise:

- Brand Design
- Growth Marketing
- Product Design / Development
- Front-End Development
- Technical SEO/SEM/PPC
- Agile Methodologies
- SaaS Development
- Audio / Visual Design
- Project Management
- User Research and Testing

Tools:

- Adobe Creative Cloud
- Figma
- HTML, CSS, JS, Vue.JS, Nuxt.JS
- MS Office 365
- WordPress
- Spline 3D
- WooCommerce & Shopify
- SEMrush
- Google Tag Manager & Ads
- Email Marketing Platforms

With a unique professional background here that blends human-centered design, modern web technologies, and digital marketing, I am somewhat of a unicorn (or a Sasquatch, maybe) in this industry. 18 years of branding experience has honed my ability to communicate fluently across multiple disciplines - supporting, and leading cross-functional teams effectively. Currently based in Chicago, I am open to relocating for the right role. Highlights of my professional experience are below:

- **14+ years in Front-End Development**
- **12+ years in UX/UI/Product design**
- **21+ years in Adobe Creative Cloud / Creative Suite**
- **14+ years in Digital Marketing**
- **18+ years in Brand Design and Brand Management**
- **Google Career Certificates in UX Design, E-Commerce, and Digital Marketing**

Recently, I led the full brand redesign and digital transformation of Greenridge, formerly Greenridge Farm. I inherited a position in which a 3rd party had already created several iterations, but I felt everything was off-base with the clean, modern aesthetic the brand stakeholders were aiming for. In two months I iterated and crafted the finalized logo designs, product packaging, and public launch. Following that, I completed the entire digital transformation of the company and e-commerce experience over the course of the next two months and boosting online sales by 420%.

Honestly, my job title doesn't mean anything to me, I just want to do the work that I love - crafting great design. As technology surrounds us and people are screaming that robots are going to take our jobs, I see endless potential to embrace change and stay relevant in the creative forefront. I would love to be surrounded with like-minded professionals that are ready to pioneer new ways to create for this ever-evolving digital world.

With nearly two decades of design experience combined with strong knowledge of modern tech stacks, and digital marketing strategies, I am extremely confident that I am a strong candidate for this opportunity. I see this as a great mutual growth opportunity, and I am eager to bring my strategic thinking, collaborative spirit, and passion for creating compelling digital experiences to a team of creative experts.

Thank you for considering my application. I hope to speak soon.

Sincerely,



CJ Williams

Sr. Brand Designer, Front-End Developer, E-Commerce Director