

CJ WILLIAMS


SENIOR UX/UI DESIGNER & FRONT-END DEVELOPER

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 **Portfolio**
hirecj.com

SOCIAL

 **LinkedIn**
/cjwilliamsworks

 **GitHub**
/silencekillsdesign

 **Codepen**
/silencekillsdesign

EDUCATION

Treehouse Academy
Front-End Development Techdegree
teamtreehouse.com
2013 - 2015

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

SKILLS

- UX / UI / PRODUCT DESIGN
- USER RESEARCH / TESTING
- HTML / CSS / JS / VUE / NUXT
- ADOBE CC / FIGMA
- E-COMMERCE OPERATIONS
- SEMRUSH / HUBSPOT
- TECHNICAL SEO / SEM / PPC
- AGILE PROJECT MANAGEMENT
- REMOTE TEAM LEADERSHIP

CERTIFICATIONS

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

PROFILE

Senior UX Designer and Developer with over 14 years of experience, adept at leading UX/UI design and development, e-commerce architecture, and advanced digital marketing strategies. Specializing in product development, design systems, and user-centered design, with a strong emphasis on e-commerce. Proven success in designing from the ground up, collaborating in cross-functional teams, and adapting to evolving design.

EXPERIENCE

Greenridge

Customer Experience Director

Dec 2022 - Dec 2023

- Implemented user-centered design systems and prototypes, streamlining user journey and cart flows resulting in a 420% increase in online sales, year-over-year
- Executed advanced digital marketing strategies and digital product best practices, leading to a 230% increase in unique users and a 600% boost to organic traffic
- Managed total web migration process and growth marketing strategies, achieving 100% uptime and improved website performance, lowering shipping costs 40%
- Introduced product development processes, leading to a notable 25% decrease in time-to-market - saving approximately 10 hours/week in design reviews

Hoists.com

Director of Product Development

2020 - 2023

- Led digital transformation of mass product data by interpreting personas, user flows, prototypes, user research, and development generating \$750k in its first year
- Managed the information architecture of a dynamic product catalog containing 3,500+ unique SKU configurations, resulting in a 340% increase in product visibility by dynamically feeding Google Merchant Center.
- Successfully scaled a department of 1, generating 4 new roles within the company

SilenceKillsDesign

Senior Product Designer

2006 - 2012 | 2015 - 2020

- Developed responsive admin and end-user experience for Oracle-integrated SaaS applications, resulting in 30% annual savings attributed to seamless design, data validation, and address verification technology
- Transformed a dated B2C e-commerce platform, leading to a 180% increase in unique site visits, 85% reduction in bounce rate, and 45% fewer cart abandonments
- Closely managed a clientele of over 20 brands and organizations while managing mentoring a team of two junior staff designers

Xtant Medical

Web Developer

2012 - 2016

- Spearheaded brand redesign and growth marketing for post-\$86M acquisition
- Developed and managed public website, resulting in an increase of 45% in traffic and a 25% increase in donor outreach.
- Built an improved internal sales portal, expediting field delivery time by nearly 50%