


# CJ WILLIAMS

SR. PRODUCT DESIGNER, FRONT-END DEVELOPER

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TO

Hiring Manager


FROM

CJ Williams

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 **LinkedIn**  
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## Expertise:

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

## 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 product designer, front-end developer, and e-commerce director residing 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/Product design
- 20+ years in Adobe CC/CS
- 12+ years in Digital Marketing
- 18+ years in Brand Design and Brand Management
- Google Career Certificates in UX Design and Digital Marketing

Currently, I am leading Product Design and Development for our new e-commerce site, creative logo and brand redesign, and ongoing design and development for Greenridge. While I wear many hats, my previous experience has allowed me to move autonomously in implementing best practices and operational strategies across many disciplines to help this brand succeed as we move forward into the rebrand of the company.

Since joining Greenridge in December of 2022, I have implemented practices and strategies that have led to an increase in traffic by over 315%, with online sales increasing by over 400%, YoY. Prior to Greenridge, I led the design, information architecture, development, launch, and operations of Hoists.com to a successful first year with 50k site visitors, generating \$750k in sales, including a sale I closed for \$250k to the Department of Homeland Security.

I am currently seeking other opportunities to focus more on my passion for product and UX design and creating engaging user experiences. While I remain on good terms at my current position, I don't feel that it is a role aligns with my long-term career goals as a design professional. I hope to bring my diverse skill-set to a role focused on creating great interactive experiences for users.

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

Cheers,



CJ Williams

*Sr. Product Designer, Front-End Developer, E-Commerce Director*