

# CJ WILLIAMS

## MARKETING DIRECTOR & UX/UI PROFESSIONAL

 **Phone**  
406.579.1985

 **Email**  
cj@silencekillsdesign.com

 **Website**  
hirecj.netlify.com

## TO

Hiring Manager

## FROM

CJ Williams

Chicago, IL 60647

 **Twitter**  
@s1lencek1lls

 **Facebook**  
/cjwilliamsissilence

 **LinkedIn**  
/cjwilliamsworks

### Expertise:

- Marketing
- UX/UI Design
- Front-End Development
- Technical SEO/SEM/PPC
- Branding
- Design
- Audio / Video Production

### Tools:

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

Hey, 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, design, and web development. I've worked across many industries, including e-commerce, higher education, Saas, biomedical, industrial supply, food & beverage.

My background looks a bit like a Marketing/Dev Swiss Army Knife in the - but I'm an ideal fit for smaller teams and start-up cultures in need of a person that can do a lot of things well and can juggle peripherally while still staying locked in on the big picture. My diverse technical background allows me to effectively talk dev, design, and marketing teams. The conversation I focus on most is ultimately the conversation between our brand and the dedicated customers.

My UX journey is based in empathy and logic. I'm very architectural in early stages - lots of flow chart and checklists to guide the evolution of my wireframes. Once intent is established, I put the creative hat on and get hands-on with the design decisions. Where I stand out amongst other UX professionals is, my ability to work with modern web technology and principals. I can rapid prototype in VS Code just as efficiently as I can in XD or Figma. I do a lot with Vue.JS and Nuxt.JS, and understand component-based development and design. I am familiar with Agile for component- and feature-focused implementation.

I learn new technologies quickly and stay current with the ever-evolving landscape of UX, design trends, dev stacks, and digital marketing practices. My understanding of the entirety of contributions that go into a project makes me a great leader as I am able to communicate at a high level to an array of teams.

Most recently, I led the launch of Hoists.com to a reach of 22.8k unique visitors in its first 3 quarters. On an average monthly budget of \$2.5k, paid campaigns netted 25k clicks, 3.2M impressions - generating over \$450k in revenue. The numbers feel great, but the true passion in this project for me was the evolution of the overall UX & CX.

I look forward to bringing genuine leadership, authenticity, and determination to a team that shares common goals, ethics, and core values. Bad puns and dad jokes included, sorry.

Thanks for your time and consideration. I hope to speak soon.

Sincerely,



CJ Williams

Marketing Professional & UX/UI Developer