

# CJ WILLIAMS


SENIOR PRODUCT 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 / IA DESIGN
- HTML / CSS / JS / VUE / NUXT
- ADOBE CC & FIGMA
- MANAGEMENT & LEADERSHIP
- SEMRUSH / HUBSPOT
- TECHNICAL SEO / SEM / PPC
- E-COMMERCE MANAGEMENT
- PROJECT MANAGEMENT

## CERTIFICATIONS

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

## PROFILE

Hi! I'm CJ, a Product Designer, Front-End Web Developer, and E-Commerce Director, with over 11 years of management experience, and over 20 years of creative design experience. I am a strong and compassionate leader with a multi-disciplinary background, able to work and effectively communicate in cross-functional teams fluently. I'm a data-informed and logical decision maker always striving to be better. I'm excited to join a team with shared goals, values, and ethics.

## EXPERIENCE

**Greenridge** (Formerly Greenridge Farm)

*Director of E-Commerce & Customer Experience / Dec 2022 - Present*

- Led product development strategy to increase year-over-year online sales by 400%
- Improved user experience and technical SEO, increasing web traffic over 200%
- Developed design systems, wireframes, user flows, and prototypes in Figma
- Managed web migration, including DNS, CDN, SFTP, SMTP, API integration
- Led creative design on new brand identity, logo, packaging, and digital assets
- Optimized organization-wide operations in product development and design

**Hoists.com** (and sister companies: Sievert Electric, Sievert Crane, and CES)

*Director of User Experience and E-Commerce / 2021 - 2023*

- Created wireframes, user flows, lo-fi prototypes, and conducted UX research
- Generated \$750k in sales in our first year, amidst major supply chain issues
- Created Information Architecture for over 2500 variable SKU configurations
- Created branding, tagline, and content strategy
- Developed, deployed, and maintained Hoists.com in 6 months
- Managed Technical SEO, SEM, SMM, and PPC strategy, budgets, and reporting
- Created infrastructure for Development, Product Design, Sales Support staff
- Managed growth of department, creating 5 new roles within the company

**SilenceKillsDesign**

*Agency Owner - Product Design, Front-End Development, Marketing / 2007 - 2020*

- UX Research, Prototyping, Architecture, Testing and Design, primarily for B2B
- Designed responsive admin and end-user UX/UI for data validation and address verification SaaS web apps in higher-ed and finance spaces
- Created, managed, and empowered of multiple brands' presence and identity
- Maintained and managed hosting, server setup and cyber security for clients
- Architected, designed, and developed B2B and B2C websites and e-commerce
- Owned SEO / SEM / PPC / SMM strategies, tracking, and reporting

**Xtant Medical** (Formerly Bacterin International)

*Manager of UX and Digital Marketing / 2012 - 2016*

- Led UX Design, architecture, testing, and development of public-facing site
- Designed and developed investor portals and internal sales portal
- Managed all SEO, SEM, PPC, SMM, Email CAMpaigns, and Ad Purchasing
- Led Logo & brand design, product design, and growth marketing for rebrand
- Create sales presentations and additional sales support tools for field reps