

# CJ WILLIAMS

## SENIOR UX/UI DESIGNER

 **Phone**  
406.579.1985

 **Location**  
Chicago, IL

 **Portfolio**  
hirecj.com

## SOCIAL

 **LinkedIn**  
/cjwilliamsworks

 **GitHub**  
/silencekillsdesign

 **Codepen**  
/silencekillsdesign

## EDUCATION

**Treehouse Academy**  
Front-End Development Tech Degree  
teamtreehouse.com  
2013 - 2015

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

## SKILLS

- UX / UI / PRODUCT DESIGN
- USER RESEARCH / TESTING
- INFORMATION ARCHITECTURE
- ADOBE CC / FIGMA
- HTML / CSS / JAVASCRIPT
- VUE / NUXT / REACT / NEXT
- E-COMMERCE OPERATIONS
- MAGENTO / WOOCOMMERCE
- TECHNICAL SEO / SEM / PPC
- AGILE - MONDAY / JIRA

## CERTIFICATIONS

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

## PROFILE

Dynamic Senior UX/UI Designer and Front-End Developer with extensive experience crafting user-centered solutions for SaaS platforms and E-commerce applications. Proven ability to lead cross-functional teams to deliver products that enhance user experience and drive business growth. Fluent in Figma, Adobe Creative Cloud, and front-end development technologies, with expertise in user research, interaction design, visual design, accessibility, and prototyping. Passionate about transforming complex user needs into intuitive, usable, and scalable digital experiences.

## EXPERIENCE

### Purchasing Platform

Lead UX/UI Designer

Aug 2024 – Present

- Iterated wireframes, lo-fidelity and hi-fidelity design prototypes, while introducing user testing and real-time internal reviews in Figma, translating user insights into actionable design solutions, leading to an 84% improvement in session completion of purchases
- Introduced data-driven strategies with custom event tracking in Google Tag Manager, and Hotjar to optimize user flows for self-registration, onboarding, and platform navigation leading to a 35% increase in new users and 71% improvement in >30-day user retention
- Created and maintained modular design systems to ensure component consistency across all platforms, collaborating closely with cross-functional teams to deliver scalable, user-centered solutions on time, ensuring compliance with WCAG 2.2 standards.

### Greenridge

Director of User Experience — E-Commerce

Dec 2022 – Dec 2023

- Optimized user experience and conversion rates by implementing usability testing, A/B testing, and data-driven design strategies, leading to a 420% increase in online sales YoY and improved engagement across product landing pages and checkout flows
- Spearheaded creative on a major rebrand and digital transformation, establishing scalable design systems, brand design, and product development processes in Figma and Adobe CC, reducing time-to-market by 25% while ensuring design consistency across all touchpoints

### Hoists.com

Director of Product Development — E-Commerce

Dec 2020 – Jan 2023

- Architected an informative and intuitive e-commerce experience, transforming 7,500+ complex SKU configurations into a seamless self-service checkout, generating \$1M+ in first-year revenue while continually improving user flows based on user testing initiatives
- Scaled a growing team in an Agile environment, translating user research into actionable product road-maps, expanding departmental capacity by creating five new roles, and improving team efficiency, business deliverables, and product offering expansion

### Bella Group

Lead UX/UI Designer

Dec 2019 – Sept 2020

- Managed a wide portfolio of clients across multiple industries, designing and optimizing web applications and e-commerce platforms, resulting in increased user engagement and conversion rates through iterative design, usability testing, and a streamlined dev hand-off
- Streamlined testing and review processes by introducing Figma as an internal collaborative tool, improving on-time product launch by 45% and improving cross-functional collaboration with leadership, development teams, and external stakeholders.

### SilenceKillsDesign

Senior UX/UI Designer & Front-End Developer

June 2015 – Dec 2019

- Created wireframes, hi-fidelity prototypes, and developed integrated front-end experiences and admin dashboards for Runner EDQ's data validation SaaS applications, assisting in a 30% annual savings of returned and undeliverable mail costs
- Led user research, interface prototyping, usability testing, and front-end development for SurveyDIG's accessible higher education evaluation SaaS applications, improving end-user satisfaction and engagement rates by 62% and form completion rates by nearly 40%