

CJ WILLIAMS


FRONT-END DEVELOPER & SENIOR UX/UI DESIGNER

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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

- HTML / CSS / JAVASCRIPT
- VUE / NUXT / REACT / NEXT
- UX / UI / PRODUCT DESIGN
- USER RESEARCH & TESTING
- WORDPRESS / WOOCOMMERCE
- ADOBE CC / FIGMA / WEBFLOW
- GIT / GITHUB / NETLIFY / DOCKER
- TECHNICAL SEO / SEM / PPC
- AGILE PROJECT MANAGEMENT
- ADOBE EXPERIENCE PLATFORM

CERTIFICATIONS

- GOOGLE UX DESIGN
- GOOGLE DIGITAL MARKETING
- ADVANCED GOOGLE ANALYTICS
- CERTIFIED NUXT MASTER
- JAVASCRIPT CERTIFICATION

PROFILE

Dynamic Web Developer and Senior UX/UI Designer with 14+ years of experience with HTML, CSS, JS, PHP, highly focused on E-Commerce. I am certified in Nuxt.js, and am familiar with JavaScript frameworks such as Vue.js, React, and Angular. Proven success in creating from the ground up. Combined with my digital marketing expertise and human-centered design practices, I am able to communicate and operate fluidly across multiple disciplines in cross-functional team environments.

EXPERIENCE

Greenridge
Director of E-Commerce and Web Development Dec 2022 - Dec 2023

- Improved user-centered design systems and faceted search, streamlining user journey and cart flows resulting in a 420% increase in online sales, year-over-year
- Executed advanced digital marketing strategies and performance optimizations, leading to a 230% increase in unique users and a 580% boost to organic traffic
- Managed total web migration process and growth marketing strategies, achieving 100% uptime and improved website performance, lowering shipping costs by 40%

Hoists.com
Director of E-Commerce and Product Development 2020 - 2023

- Spearheaded digital transformation of complex product data of over 7,00+ unique SKU configurations into an intuitive e-commerce experience, generating \$750k in its inaugural year, scaling and directly managing a team of 6 full-time roles
- Led key ERP integration strategies to better reflect product visibility and shared inventory data between 8 sister companies in 5 different locations
- Leveraged faceted search, structured data markup, conditional logic, iterative testing, design and development to deliver an optimal able E-Commerce experience

SilenceKillsDesign
Full-Stack Developer and Senior Product Designer 2006 - 2012 | 2015 - 2020

- Developed and tested responsive integrated software experience for Oracle-integrated SaaS applications, resulting in 30% annual savings attributed to seamless design, data validation, and address verification technology
- Wireframed, prototyped, and developed responsive admin dashboards for form creation and responsive, accessible front-end experiences for a higher-ed web application, CourseEval, increasing student form completion rates by over 40%
- Overhauled development on a B2C Shopify store, leading to a 210% increase in unique visitors, 85% reduction in bounce rate, and 32% fewer cart abandonments

Xtant Medical
UX Designer and Web Developer 2012 - 2016

- Led creative on brand redesign, digital transformation, and growth marketing strategies post-\$86M acquisition of another medical devices company
- Developed and managed public-facing website, while introducing an integrated sales portal, improving product requests by an average of 40%, and market share by 5%