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 conducting 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 event tracking in Google Tag Manager and HotJar, improving navigation and user flows for self-registration, onboarding, and purchasing 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, navigation optimization, 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 35% while ensuring design consistency across all touchpoints

Hoists.com
Director of Product Development — E-Commerce   *Dec 2020 – Jan 2023*

- Constructed an informative and intuitive e-commerce navigaion experience, transforming 7,500+ complex SKU configurations into a seamless self-service checkout, generating $1.2M+ in first-year revenue while continually improving user flows based on tree testing and other field 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.

Runner EDQ
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%