

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 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 / WEBFLOW
- HTML / CSS / JAVASCRIPT
- VUE / NUXT / REACT / NEXT
- E-COMMERCE OPERATIONS
- BIGCOMMERCE / WOOCOMMERCE
- TECHNICAL SEO / SEM / PPC
- AGILE PROJECT MANAGEMENT

CERTIFICATIONS

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

PROFILE

Dynamic Lead UX Designer with 12+ years of experience driving user-centered design strategies for complex SaaS solutions and E-commerce applications. Proven track record of leading cross-functional teams to deliver exceptional products that delight users and achieve business objectives. Expertise in research, interaction design, visual design, and prototyping. Passionate about translating user needs into intuitive experiences.

EXPERIENCE

Greenridge

Director of E-Commerce & User Experience

Dec 2022 - Dec 2023

- Championed usability testing initiatives, uncovering pain points and driving data-backed, user-centered design systems and prototypes, streamlining user journey and cart flows resulting in a 420% increase in online sales, year-over-year
- Established design standards and guidelines, fostering consistency and brand coherence in a major rebrand and digital transformation effort
- Mentored a team of 3 UI/UX designers, providing guidance, feedback, and facilitating growth while teaching best practices in design systems and e-commerce

Hoists.com

Director of E-Commerce & Product Development

2020 - 2023

- Transformed complex product data of 7,000+ unique variable SKU configurations into an intuitive e-commerce experience, streamlining search filtration and improving self-service checkout success rates, generating \$750k in its first year
- Translated qualitative field research data into actionable design decisions using agile methodologies to improve team production and goal completion
- Led product managers and designers to define requirements and deliver innovative product enhancements in alignment with ownership's vision and business objectives.

Bella Group

Lead UX Designer

2019 - 2020

- Managed the successful launch of 6 new websites, 2 redesigns, and 2 web applications, achieving a significant increase in user engagement and completed purchases through iterative design and thorough usability testing.
- Collaborated with agency ownership, clientele, and development teams to define requirements and deliver innovative usability enhancements
- Introduced Figma to internal operations and customer hand-off procedures streamlining review processes leading to nearly a 45% reduction in time-to-market

SilenceKillsDesign

Senior Product Designer & Front-End SaaS Developer

2006 - 2012 | 2015 - 2019

- Led design strategy and execution for Runner EDQ and SurveyDIG's multifaceted SaaS platforms, aligning UX vision with product road map and business goals
- Oversaw the entire design process from ideation to launch, managing multiple projects from multiple clients while ensuring on-time, on-budget delivery