

JAE MI CRACOLICI

UX / Product Designer | Business-Driven • Accessibility Focused



📍 Washington Metropolitan Area (DMV)

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UX Designer with 4+ years bridging business strategy and user-centered design, backed by Google UX and Project Management certifications. Specializes in accessible, WCAG-compliant design that turns research and analytics into conversion-driving experiences — most recently as a UX & Digital Strategy Consultant for a B2B firm.

UX DESIGN EXPERIENCE & SELECTED DESIGN WORK

UX & Digital Strategy Consultant - July 2026 - Present

HU-X • Remote

- Conducting heuristic evaluation and WCAG 2.1 accessibility audit for a B2B consulting firm website
- Analyzed analytics to identify a 90% homepage bounce rate and delivered a roadmap spanning IA, SEO, and content strategy

UX RESEARCHER, INFORMATION ARCHITECT, UX DESIGNER - May 2024

User Experience Interface Design Course Project, 3 weeks

- Designed a civic mobile app for the City of Fairfield Parks & Recreation Department to reduce user friction and increase park patronage
- Identified key usability gaps: inconsistent responsiveness and sparse, image-free park listings — through direct research and audit of the department's existing site
- Designed multi-modal search (keyword, category, location) and persistent tab navigation, and introduced personalized accounts for saved favorites, reservations, and real-time notifications

UX RESEARCHER, BRAND DESIGNER, UX/UI DESIGNER - January 2024

Google UX Design Certificate Capstone, 4 weeks

- Designed an end-to-end, mobile-first responsive e-commerce site for a floral retail boutique, from brand identity through high-fidelity prototype
- Reduced post-purchase anxiety with a real-time “Order Snapshot” feature, giving customers a 2-hour window to review and modify orders before dispatch

TECHNICAL SKILLS

- Design: Figma, Adobe XD, Photoshop, Illustrator, InDesign
- Development: HTML5, CSS3, CMS (WordPress, Webflow, Shopify, Squarespace), JavaScript
- Strategy: User Research, Usability Testing, SEO, Agile Methodologies

PROFESSIONAL EXPERIENCE

Account Executive - Feb 2020 - Jan 2022

United States Air Force, Force Support Squadron • Okinawa, Japan

- Spearheaded distribution strategy redesign, utilizing data insights to increase magazine pick-up rate by 23%
- Led end-to-end content creation process for product launches, ensuring a cohesive user experience from strategy development to execution.

Executive Assistant - Aug 2017 - Oct 2019

Multicultural Center of the South • Shreveport, LA

- Directed communications and logistics for major fundraising events, organizing contact with 100+ external contacts, including key donors, sponsors, and vendors.
- Managed organization's website. Implemented SEO and usability improvements, resulting in 30% increase in website traffic.

EDUCATION

B.S. WEB AND DIGITAL DESIGN

University of Maryland Global Campus - May 2026

Relevant Coursework: UX Interface Design, Web Design, Content Management Systems

CERTIFICATES

User Experience Design | Google • Introduction to Web Accessibility | W3Cx • Project Management | Google • Digital Marketing & E-Commerce | Google