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JAE MI CRACOLICI

UX DESIGNER & DIGITAL STRATEGIST | RESEARCH DRIVEN DIGITAL EXPERIENCE & STRATEGY

Data-driven and detail-oriented UX Designer with a marketing background and a B.S. in Web and Digital Design, offering digital-strategy-blended UX design. Dedicated to continuous learning and upskilling: Google-certified in UX Design, Project Management, Digital Marketing & E-Commerce, and W3C-certified in web accessibility. Proven track record translating user stories, user interviews, and behavioral data into high-fidelity Figma Prototypes, comprehensive design systems, and developer-ready specifications. Combines Google-certified project management and UX credentials with front-end technical literacy (HTML5/CSS3) to drive technical clarity, bridge communication across clients and engineering teams, and maintain rigorous visual consistency.

SKILLS

E-Commerce & UX Design: Responsive Design, Mobile-First Principles, User Interviews, Usability Testing, Heuristic Evaluation, User Personas, Conversion Optimization, Information Architecture, Wireframing, Lo-Fi to Hi-Fi Prototyping, User Flow Mapping, SEO

Design System & Component Libraries: Figma, Reusable Component Architecture, Design Tokens, Variants, Auto Layout, File Hygiene, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD)

Product Analytics & Conversion: Google Analytics (GA4), Google Search Console (GSC), User Behavioral Analysis, Traffic & Drop-off Mapping, Heuristic Auditing, Data-Driven Iteration

AI-Augmented Design: Rapid Prototyping, Layout Generation, Visual Asset Creation, AI-Assisted Design Tools (Figma Make, Google AI)

Accessibility & Front-End Standards: WCAG 2.1 AA Compliance, Section 508 Guidelines, Accessibility Auditing, Semantic HTML5, CSS3, JavaScript, CMS Platforms (WordPress, Webflow, Shopify, Wix, Squarespace)

Delivery & Collaboration: End-to-End Scoping to Developer Handoff Specs, Requirements Gathering, Annotated UI States, Client Alignment, Agile Workflows, Client Presentation & Rationale, Stakeholder Management

PROFESSIONAL EXPERIENCE

UX & Digital Strategy Consultant • July 2026 - Present (Contract)

HU-X • Remote

- Spearheaded end-to-end UX evaluation and optimization for a B2B consulting web platform, managing discovery, technical audits, and high-fidelity prototype delivery.
- Addressed a 90% homepage bounce rate by restructuring navigation architecture and designing responsive, scalable UI layouts grounded in user behavioral analysis.
- Conducted comprehensive heuristic evaluation and WCAG 2.1 accessibility audits, eliminating visual and functional inconsistencies across components.
- Built and maintained modular UI component libraries in Figma, delivering thoroughly annotated UI specs and interaction states to ensure seamless technical handoff to developers.
- Collaborated directly with client leadership to review interactive prototypes, communicate rationale, and iterate based on stakeholder feedback.

Product UX/UI Designer • May 2024

Civic & Consumer Projects Portfolio • UX/UI Design Course

- Designed multimodal search, advanced filtering mechanisms, and persistent navigation interfaces using structured component libraries in Figma.
- Created interactive high-fidelity prototypes and responsive wireframes focused on minimizing task friction and structuring intuitive checkout/discovery journeys.
- Documented edge cases, error states, and responsive component properties to ensure exact design fidelity during technical implementation.

EDUCATION

B.S. WEB AND DIGITAL DESIGN

University of Maryland Global Campus - May 2026

- Minor: Small Business & Entrepreneurship
- Emerging Tech Talent Scholarship Recipient
- Alpha Sigma Lambda Honor Society Inductee

A.A. BUSINESS ADMINISTRATION

University of Maryland Global Campus - June 2023

CERTIFICATES

Google

- UX Design Professional Certificate
- Project Management Professional Certificate
- Digital Marketing & E-Commerce Professional Certificate
- Google AI Essentials (In Progress)

WC3x

- Intro to Web Accessibility Certificate