



JAE MI CRACOLICI

UX Designer & Digital Strategist | Business-Driven & Accessibility Focused

📍 Washington Metropolitan Area (DMV)

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EDUCATION

B.S. WEB AND DIGITAL DESIGN

May 2026

University of Maryland Global Campus

Minor: Small Business & Entrepreneurship

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

Honors: Inducted Member, Alpha Sigma Lambda Honor Society

Scholarship: Recipient, Emerging Tech Talent Scholarship

Projects: Created a responsive website for a gaming influencer, Parks and Recreation app re-design

A.A. BUSINESS MANAGEMENT

Jul 2023

University of Maryland Global Campus

CERTIFICATES

User Experience Design | Google

UX Design Process • UX Research • Wireframing & Prototyping • User Testing

Completed comprehensive training in user-centered design principles, conducting user research, creating wireframes and prototypes using Figma, and conducting usability testing to refine digital products.

Introduction to Web Accessibility | W3Cx

WCAG 2.1 Mastery • Inclusive Design Patterns • Assistive Technology Integration • Semantic HTML Foundations

Project Management | Google

Agile Methodologies • Project Execution • Quality Management • Continuous Improvement Process • Project Scoping • Stakeholder Analysis

Digital Marketing & E-Commerce | Google

Social Media Strategy • A/B Testing • SEO • Data Storytelling • Performance Measurement • Media Planning

ACADEMIC PROJECTS

- **Designed a Responsive Website:** Designed a responsive e-commerce platform for a floral boutique, prioritizing visual storytelling and mobile usability. Optimized the user journey for high-intent seasonal shoppers, ensuring a seamless checkout experience across all device viewports, ensuring 100% cross-device compatibility.
- **Enhanced a Gaming Influencer's Online Presence:** Applied usability testing with a group of 5 targeted users to identify 10+ navigation friction points; implemented SEO principles to improve content discoverability. Implemented image lazy-loading and WebP compression to minimize initial page load times.
- **Drove Mobile Accessibility for Parks & Recreation:** Reimagined a mobile-first app with a focus on WCAG 2.1 Level AA compliance, utilizing a 40% increase in color contrast and keyboard-only navigation testing to ensure full accessibility for users with assistive technologies.

PROFESSIONAL PROFILE

Google-certified UX and Project Management professional with 4+ years of experience in digital marketing and account strategy. Expert at bridging business goals with user-centered solutions through high-fidelity prototyping in Figma and Adobe Creative Suite. Dedicated to building accessible, WCAG-compliant digital experiences that drive conversion and retention.

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

- Promoted to Account Manager after demonstrating success in data analysis and problem-solving.
- Spearheaded distribution strategy redesign, utilizing data insights to increase magazine pick-up rate by 23%
- Managed a diverse 10-12 client portfolio concurrently across multiple sectors (e.g., hospitality, food, retail).
- Devised tailored digital marketing strategies for each to drive user engagement across social media.
- 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.
- Streamlined cross-functional efforts to provide a seamless user/participant experience, supporting delivery of 3 major annual events for up to 300 guests.
- Drove digital user acquisition and engagement by expanding social media presence, resulting in 20% growth in social media followers.
- Managed organization's website. Implemented SEO and usability improvements, resulting in 30% increase in website traffic.