

- Jess Crawford -



itsjess.design



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EXPERIENCE

University of Baltimore, Remote

Graduate Student: September 2021 – Present

- [Kay Jewelers Studies](#): As a team of four, we designed & conducted a usability study with 8 participants & a follow up survey of 116 adults. Our recommendations led to concrete changes to Kay.com, including adding images for shape & color filters, “clear filters” button, & more.
- [University of Maryland Physician Assistant School Usability Studies](#): Designed & tested a new program exploration tool to attract new students. Conducted competitor research & designed a paper prototype with two colleagues. Then, we tested it with six people, & tested a revised technical prototype in Adobe XD with nine people.
- [Virginia Art Therapy Association Card Sorting](#): Conducted a content inventory, SWOT analysis of competitors, & card sorting study with 30 participants to recommend a new information architecture with Figma wireframes.
- Completed other projects detailed [on my website](#), a [project in JavaScript](#), & advanced statistics for UX.

Kapp Alloy & Wire, Remote

Digital Content & Marketing Director: December 2020 – February 2023

- Increased website sales by 147% when comparing 2020 to 2022 by regularly visiting sales, Hotjar heatmaps, & Google Analytics data to find trends to direct the marketing team of four to update ad campaigns & SEO efforts.
- Designed the [Kapp Alloy Amazon store](#) by analyzing competitor and sales data for trends & niches, directly contributing to 6% of the increase in Amazon sales from January through September 2023.
- Increased [FAQ](#) page conversions by 28% & page revenue by 45% quarter over quarter by complying page design to WebAIM accessibility guidelines, utilizing bolding/bullets for readability, & linking to products.
- Increased Amazon sales overall by 103% comparing 2020 to 2022 by creating new content and targeting ads.
- Managed external developers for SEO and layout updates, including a new Magento Open CMS version in 2022.

Willis Towers Watson, Philadelphia, PA

Senior Pension Analyst: October 2019 – December 2020

Pension Analyst: November 2018 – October 2019

Contractor: May 2018 – November 2018

- Studied internal & external user journeys to work with developers to update pension management software to minimize errors through bucket organization updates, concise prompts, & warnings.
- Troubleshoot issues with the pension website, working with external ACH vendors to solve payment issues.
- Nominated by my manager to the 2020 Microsoft Teams implementation committee, collaborating on a presentation on how to use Teams effectively that is available to over 2,000 retirement division colleagues.

EDUCATION

University of Baltimore

M.S. in Interaction Design & Information Architecture: May 2022 – expected May 2024

Certificate in UX Design: August 2021 – May 2022

University of Pittsburgh

BA in Economics & Chinese Language: August 2013 – 2017

Chinese FLAS Beijing Language & Culture University Fellow: May 2015 – August 2015

VOLUNTEERING

Mainline Animal Rescue

Dog Shelter & Events Volunteer: September 2022 – Present

Rylie's Rescue

Dog Foster & Transporter: February 2023 – Present