

JACK CRAWFORD

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Profile

UX designer and product strategist who takes products from research and wireframes to production. Co-founded Rebar Radar and built YIMBY+, a 3D urban analytics platform generating \$50,000 in annual recurring revenue. Currently consulting for EcoMap Technologies and LUDWIG+, designing 100+ screens for enterprise clients and leading product demonstrations that secured a major regional entrepreneurship network. Former UX architect at FCB Global for Fortune 500 clients including Discover Financial Services. Background in cognitive neuroscience; 6 years bridging user insights and business outcomes through traditional UX deliverables and AI-accelerated prototyping.

Work

EcoMap Technologies; Baltimore (June 2025 - Present)

Solutions Engineer Consultant.

- Designed and delivered interactive React/Node demos that showcased platform capabilities for state/local government, higher-ed, and ecosystem organizations.
- Played a pivotal role in securing Georgia's premier entrepreneurship network connecting 300+ startup resources across the metro Atlanta ecosystem.

LUDWIG+; Remote (December 2024 - Present)

UX Consultant. Worked with multiple clients on behalf of the creative agency LUDWIG+:

- **Simplified complex home warranty purchasing flow** through intuitive visual coverage mapping, enabling homeowners and renters to instantly understand their protection options. Transformed confusing sales funnel into clear, visual purchasing journey across mobile and desktop. Now fully implemented.
- **Transformed static biotechnology site** into interactive storytelling experience that communicates the company's soil restoration mission. Enhanced visitor engagement through movement and interactivity across responsive designs. Successfully launched.
- **Streamlined multi-audience website** by consolidating six customer journeys (residents, HOAs, municipalities, commercial, industrial, brokers) into unified sales funnel with intuitive navigation and simplified quote process that mirrors e-commerce patterns.

Rebar Radar (rebarradar.com); Chicago, IL (February 2023 - Present)

Co-Founder and Chief Product Officer. Co-launched a real estate development tracking company specializing in 3D urban exploration and color-coded data visualization. Using Unity and React/Node, designed and built our first B2C product, YIMBY+, targeting Chicago, Miami, and New York, generating \$50,000 in annual recurring revenue.

FCB Global; Chicago, IL (June 2020 - February 2023)

UX Architect. I delivered UX services for Discover Financial Services, covering prototyping, testing, audits, and documentation for features like single sign-on, privacy tracking, and the spend analyzer dashboard. I also designed wireframes and prototypes crucial for launching a company assets manager and an internal creative training platform.

FAME (fameafrica.org); Remote (November 2023 - Present)

Campus Visualization Consultant (Volunteer). Created interactive campus timeline for hospital in Tanzania. Deconstructed aerial photography with Photoshop AI. Now featured on organization's website to showcase building-by-building growth from foundation to present.

Chicago YIMBY (chicagoyimby.com); Chicago, IL (August 2020 – March 2024)

Editorial Writer and Photographer. Founding writer for Chicago YIMBY ("Yes In My Back Yard"), an online commercial real estate development publication. I wrote more than 2,000 articles with photographs covering construction and real estate developments in the Chicago area. The site reached 80,000 monthly readers and more than 1 million unique visitors since launching.

Tradeshift; San Francisco, CA (July 2019 – January 2020)

UX Designer. Created a customized payout flow for Tradeshift Cash, assisted in designing the main user dashboard and an internal dashboard for customer support, and conducted an internal competitive analysis for Tradeshift Go, a quick corporate card access tool.

Projects

AI-Powered Design Requirements System (Protosynthetic.com) (February 2025)

Developed an AI-Powered Design Requirements System that transforms design prompts into functional UI mockups through structured questioning. Built with React/TypeScript using a tree-structured Q&A approach that systematically gathers requirements in either breadth-first or depth-first traversal. Integrated OpenAI agents to process knowledge bases, generate contextual questions, create categorized requirements, and produce interactive React/Tailwind mockups with features including answer suggestions, version control, and live preview rendering.

Automated Journalism Tool (November 2020 – December 2020)

Developed a Python-based content generation system that transformed raw construction permit data into publish-ready news articles through template-based natural language generation, producing over 300 articles and reducing writing time from 70 to 15 minutes per piece.

Education

Washington University in St. Louis; St. Louis, Missouri (August 2014 – May 2019)

M.S. in Computer Science and B.A. in Cognitive Neuroscience

Skills

- **UX Design & Implementation:** Rapid Prototyping, User Research, Information Architecture, User Flows & Wireframes, Usability Testing, AI-Enhanced Design Workflows, Axure RP, Figma, Sketch, Web Accessibility / WCAG 2.2
- **Technical Stack:** Next.js, TypeScript, Prisma, Supabase, PostgreSQL, Tailwind CSS, Node.js, Git, Swift/ARKit, Unity/C#, Mapbox GL JS, Three.js, Vercel, OpenAI API, Anthropic Claude API
- **Research & Analysis:** User Research Methods, Competitive Analysis, Analytics & User Behavior, Human-Computer Interaction, Design System Development