

Andrew Walters

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Profile

I'm an E-commerce & Business Development specialist with 5+ years building product catalogs and opening new markets. On the digital side, I've optimized catalogs on WooCommerce, Wix, Amazon, and eBay. I rebuilt the product and checkout flows for an online training retailer and took add-to-cart from 2.1% to 8.4% and checkout completion from 31% to 52%. On the growth side, I spent three years as a Business Development Manager opening and scaling new retail locations, where I grew average customer spend from \$40 to over \$100 per visit and helped expand the footprint to four stores. I write SEO-driven titles, descriptions, and metadata, and batch-edit product photography in Photoshop, Illustrator, Canva, and Midjourney. I'm at my best keeping catalogs accurate and staying ahead of trends in fast-moving product lines, whether the storefront is online or on a street corner.

Experience

Business Development Manager

High Forest Releaf

📅 08/2023 – 07/2026

- Drove multi-location market expansion, partnering with the Board on site selection, launch planning, and community launch events that established brand presence across four stores.
- Grew average customer spend from \$40 to over \$100 per visit by building education-focused, trust-based sales strategies and training staff to deliver them consistently.
- Built local market presence and customer loyalty from the ground up, earning and maintaining 200+ five-star personal Google reviews across 4 locations through highly educational service.
- Developed community partnerships and event programming that generated new customer acquisition and positioned the brand as the area's most knowledgeable retailer.
- Managed day-to-day store operations including product merchandising, inventory control, and point-of-sale systems to support seamless, high-volume customer experiences.

Experience

Ecommerce Manager

Healthcare Training Leader

📅 10/2021 – 03/2023

- Lifted add-to-cart rate from 2.1% to 8.4% by analyzing Hotjar heatmaps and Google Analytics data to rebuild high-traffic WooCommerce product pages in WordPress, using Figma for rapid prototyping to optimize information architecture and pricing clarity.
- Raised checkout completion from 31% to 52% by conducting repeated heuristic evaluations, isolating checkout friction points via user behavior data, and running structured A/B tests to cut redundant steps and surface full costs upfront.
- Grew customer retention from 67% to 75% by executing mixed-methods user research to realign the post-purchase onboarding flow, ensuring digital course expectations directly matched user intent and long-term learning goals.
- Cut customer support tickets by 50% by performing qualitative thematic analysis on historical support tickets, identifying systemic information gaps, and designing inline FAQ modules detailing complex certification requirements.

UX Designer/Researcher

Della Terra Shoes

📅 03/2021 – 04/2021

- Led UX research including competitive analysis and usability tests to guide a Spring 2021 site redesign for a sustainable fashion brand, enhancing user engagement and brand alignment.
- Designed a responsive, fashion-forward interface that highlights sustainable materials while preserving a luxury brand feel, supporting brand storytelling and customer trust.
- Supported a rebranding effort that tripled the customer base, with the redesigned experience still actively used, demonstrating lasting impact on user experience and brand growth.
- Produced detailed specifications and design system assets to ensure a smooth developer handoff and on-time launch, improving project delivery efficiency and quality.

Experience

Web Designer
Knuckleball Digital

📅 02/2017 – 11/2020

- Partnered with founders to translate legacy brand values into cohesive web, email, and social experiences aligned with modern digital standards.
- Designed and managed digital campaigns prioritizing user empathy, enabling small organizations and families to raise over \$100,000 and double outreach program reach.
- Maintained and iterated websites and campaigns based on performance data and community feedback to improve user experience and engagement.
- Created and organized digital content ensuring accuracy and consistency across platforms, supporting brand integrity and audience trust.

Skills

– CORE SKILLS

SEO	Product Listing
Photo Editing	Copy-writing
Content Writing	E-commerce Platforms
Attention to Detail	Organizational Skills
Written Communication	

– PLATFORMS

Shopify	Amazon
Ebay	Odoo
WIX	Marketplace
WordPress	Lightspeed POS

– TOOLS

Google Search Console	HotJar
Figma	Adobe XD
Adobe Photoshop	Adobe Illustrator
Adobe InDesign	Canva
Claude	Perplexity
UserTesting	Miro
Google Analytics	MailChimp

Skills

– TOOLS

SEMrush	Trello
Asana	Slack

Education History

Cannabis & Hemp | Certification
Cannabis Training University

📅 09/2023 – 03/2024 📍 Denver, United States

- Leveraged industry-specific expertise in terpenes, cannabinoid profiles, and cultivation science to design educational, human-centric touchpoints that build consumer trust and brand loyalty.
- Applied deep knowledge of regional regulatory landscapes to architect compliant, seamless physical and digital brand experiences.

UX Research & Design | UX immersive
General Assembly

📅 12/2020 – 03/2021 📍 New York, United States

- Collaborated within cross-functional teams to deliver rapid-cycle prototypes (Figma/Sketch), maintaining brand integrity while optimizing for user engagement and task success.
- Synthesized competitive analysis and affinity mapping into visual design solutions that align business goals with user-centric brand values.

Certificates

Master of Cannabis
Cannabis Training University

📅 03/2024

User Experience Design
General Assembly

📅 03/2021

Suicide Prevention
TWLOHA

📅 03/2026

References

Lee R. Sobzack - CFO/Operations Manager
High Forest Releaf

📍 931-629-0703

Letter of recommendation available upon request.