

ANDREW WALTERS

UX DESIGNER/E-COMMERCE MANAGER

CONTACT DETAILS

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Location: Pulaski, TN

EXECUTIVE PROFILE

UX Design has always been a deep-seated passion. I have always been involved with design from building my own skateboard to designing websites for non-profits and other small businesses. My love for user experience has led me to do amazing things in all walks of life. My strong dedication, project management skills, and empathy blend together to create passionate user-centric workflows and designs.

AREAS OF EXPERTISE

- Art and Design
- Digital Graphics
- Social Media Marketing
- Innovative Design
- User Research
- Data Analytics
- Communication
- Web Design

TOOLS

Shopify | Figma | Sketch | Adobe XD | Miro | Key-note | Pages | Excel | Sheets | Zeplin | Photoshop | Illustrator | InDesign | After Effects | Google Analytics | HotJar | WordPress | Asana

EDUCATION HISTORY

GENERAL ASSEMBLY

UX immersive | Certification

Graduated March 2021

FORT ZUMWALT EAST HIGHSCHOOL

Diploma

Graduated 2013

EXPERIENCE

BOARD MEMBER/WEB DESIGNER

Village Of The Blue Rose | April 2022 - October 2022

- Worked closely with the company's board liaison to develop and implement online marketing strategies
- Identified opportunities for website improvement based on user feedback & performance metrics to help meet business objectives
- Created a website design concept and worked closely with a designer to develop a final design that meets business objectives

ECOMMERCE MANAGER

Healthcare Training Leader | October 2021 - March 2022

- Maintained a WordPress eCommerce website
- Managed multiple projects and a Web Developer
- Designed UX/UI based on user data
- Created User Flows for varying personas and processes
- Presented projects to other team leads in the company

WEB DESIGNER

Knuckleball Digital | 2017 - Present

- Work with non-profits and religious entities to create custom websites that also accept donations.
- Created mid-fi and hi-fi mockups
- Went live with a working website for the customer and kept in contact in case changes were needed.

UX DESIGNER/ RESEARCHER

Della Terra Shoes | March 2021- April 2021

- Created an entire website redesign for their launch in Spring 2021.
- Conducted user research, testing, competitive understanding, and prototyping to make the new website that reflects the brand's environmental initiatives, inclusivity motivations, and fashion inspiration.
- Worked closely with the development team to go live with a working website for the customer.
- Created a spec doc for the design and handed off the design files and research report.