

Andrew Walters

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Profile

I'm a detail-oriented event planner and graphic designer with a background in retail launches, community events, and campaign design. I blend hands-on event coordination, vendor and partner communication, and day-of staffing with print and digital design to deliver clean, accurate promotional materials and engaging in-store experiences that grow attendance, sales, and customer loyalty.

Experience

NSO Project Lead/Key Holder

High Forest Releaf

📅 08/2023 - present

- Planned and executed new store launches and recurring community events, owning timelines, checklists, run-of-show, and on-the-floor coordination in a high-volume retail environment.
- Coordinated with leadership, staff, and local partners/vendors to confirm event logistics, staffing, and promotional needs for each in-store activation.
- Designed and set up event signage, table displays, and in-store promos that helped grow average customer spend from about \$40 to \$100+ per visit through education-led experiences.
- Tracked attendance, sales lift, and customer feedback after events, contributing to 200+ five-star personal Google reviews across four locations.

Ecommerce Manager

Healthcare Training Leader

📅 10/2021 - 03/2023

- Planned and executed digital campaigns (email, web, and promotional graphics) to drive healthcare professionals from awareness into course enrollment.
- Designed conversion-focused page layouts and supporting assets that increased completed checkouts by 300% and moved learners from email into cart 500% more often.
- Monitored campaign performance, retention, and support requests to identify what worked, what to improve, and which promotions to repeat.

Experience

UX Designer/Researcher

Della Terra Shoes

📅 03/2021 - 04/2021

- Created campaign-ready visuals and page designs for a sustainable fashion brand's Spring collection, supporting a rebrand that tripled the customer base and remains in use today.
- Collaborated on launch timelines and marketing assets across web and social channels to keep creative aligned with collection drops and promotions.

Web Designer

Knuckleball Digital

📅 02/2017 - present (Project Based)

- Design flyers, social graphics, web banners, and landing pages for fundraising campaigns and community programs, translating legacy brands into cohesive modern visuals.
- Plan campaign timelines and deliverables, keeping design files and reusable templates organized so production stays fast and consistent across print and digital assets.
- Create promotional materials for events and initiatives that helped small organizations and families raise \$100,000+ and double outreach program reach.

Education History

Cannabis & Hemp | Certification

Cannabis Training University

📅 09/2023 - 02/2024 📍 Denver, United States

Earned Certifications in Indoor Marijuana Growing, Outdoor Marijuana Growing, Cannabis Extractions, Cannabis Cooking, Budtender, Medical Marijuana, Cannabis Business & Compliance

UX Research & Design | UX immersive

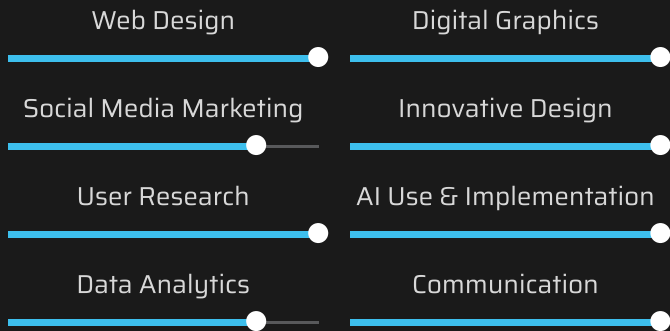
General Assembly

📅 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.

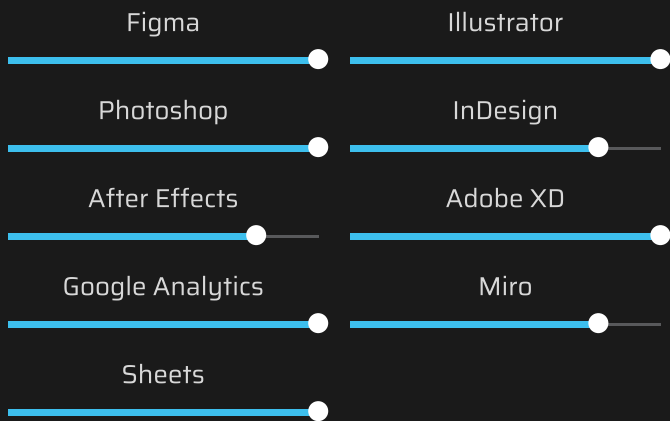
Areas of Expertise

- AREAS OF EXPERTISE

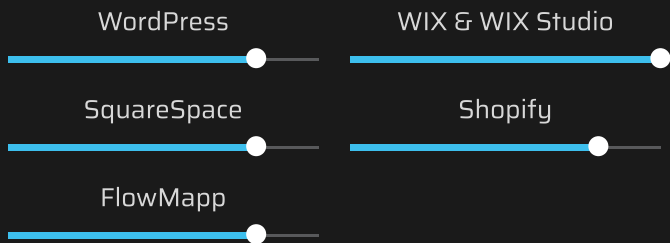


Tools

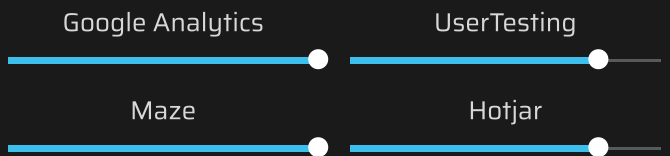
- DESIGN



- WEBSITE & APP



- ANALYTICS & RESEARCH



Certificates

Master of Cannabis

Cannabis Training University

📅 03/2024

User Experience Design

General Assembly

📅 03/2021

Suicide Prevention

TWLOHA

📅 03/2026