

# Andrew L. Wilson

Designer/Communicator/Analyst

850.960.8368

alwtrust@gmail.com

www.AndrewLloydWilson.com



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## **Key Professional Skills:**

- Design Thinking & Problem-Solving
- User-Centered Design
- Market Communication
- Information Architecture
- Data Analysis & Synthesis
- Content Design & Copywriting
- Cross-Functional Collaboration
- Wireframing & Prototyping
- SEO Writing
- Workflow Streamlining
- Documentation Writing (SOPs, WIs, OCPs)
- Data Management

## **Technical Skills:**

- Figma
- Procreate
- Adobe XD
- Adobe Creative Suite
- Google Analytic Tools
- MS Office Suite
- HTML/CSS
- JavaScript

## **Soft Skills**

- Strong Written & Verbal Communication
- Collaborative & Team Focused
- Attention to Detail
- Adaptability
- Creative Problem Solving
- Time Management
- Strong Organization
- Analytic Thinking

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## **Employment History:**

**Life Line Foods** | *Product Designer (Lead R&D)* | Oct. 2023 - PRESENT | Pikeville, TN

- Spearheaded the development of 8+ new products, contributing to a +15% growth in the company's product portfolio, focusing on novel, market driven formulations.
- Collaborated cross-functionally to translate complex nutritional research into actionable product designs, improving efficiency and alignment with market needs.
- Offering brand and market consultation with the CMO, Sales team and internal/external stakeholders to achieve effective product launches and maintain market integrity.
- Notable formulations include: A leading liquid lymphatic support formula, a perimenopause support supplement, and a nutrition complex for work-related stress; amongst several others.
- Collaborated with formulators to identify and integrate innovative ingredients, ensuring compliance with regulatory bodies (FDA and NSF).
- Conducted market analysis and product research, improving the viability of 15% of the established product portfolio through creative and data-driven augmentation.
- Developed comprehensive design documentation, including rationale, processes, and educational materials, to support internal teams and external stakeholders. Introduced new formulation standards and protocol to improve product viability.
- Assistance in organizing and formatting company-wide SOP and WI documentation.

**Legacy and Cut** | *Sales and Customer Service* | Feb. 2019 - PRESENT | Remote

- Resolved customer concerns, assisted in sales and streamlined communication processes, and ensuring customer satisfaction.

- Building & maintaining a positive rapport amongst customers and consigners through conscientious assistance with paperwork and documenting material.
- Utilizing online social media and vending platforms to drive sales and bring fresh customers into the fold.
- Managed inventory and merchandising, optimizing displays to enhance customer engagement and sales performance.
- Performing market research and trend analysis to source highly sought-after items and meet the desires of a broad and decentralized consumer base.
- Built strong relationships with vendors, ensuring timely payment scheduling and improving operational efficiency.

#### **Buffalo Exchange | Office Administrator | Oct. 2019 - April 2020 (pandemic) | Atlanta, GA**

- Streamlined office operations and workflows, reducing administrative bottlenecks and promoting smooth operations amongst management and staff.
- Crafting revenue reports and sales analysis to assist management in forming forecasting reports and devising sales strategy.
- Managed inventory backstock and interoffice communications, ensuring seamless coordination across departments.
- Prioritized and executed competing tasks with a focus on efficiency, improving overall team productivity.

#### **Asio Capital | Small Business Consult and Location | Oct. 2018 - Oct. 2019 (internship) | Savannah, GA**

- Conducted in-depth market research and analysis to inform effective investment strategies.
- Acted as a liaison for the company by interfacing with potential vendors, leasing agencies, and brand strategist to create cost and revenue estimates on prospective projects.
- Served as a regional representative, building and maintaining positive relationships with collaborators and stakeholders.
- Documented and communicated key insights to stakeholders, ensuring alignment and transparency across projects.

#### **Jewelry Consignment Network | Showroom Manager | Dec. 2016 - Oct. 2018 | Savannah, GA**

- Led showroom operations and sales team, achieving and exceeding 15% revenue growth across consecutive quarters.
- Enhanced customer experience and retention through strategic merchandising and efficient showroom operations.
- Built trust among consigners, vendors, and customers with expert salesmanship and clear, transparent communication.
- Led marketing campaigns and sales strategies both online and regionally, driving team performance and achieving consistent sales milestones.

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## **Education:**

### **Google UX Design Certification**

Google via Coursera | 2023

Completed the entirety of an eight course intensive over a period of six months. The courses outline and explained the design process, explored foundational concepts, and allowed me to create number of professional-grade projects.

Prominent Projects:

- SparkMap: A Firefly tracking and reporting app for ecological monitoring.
- Saute: An app that links persoal chefs with prospective clients.
- Fuji Japanese Restaurant: An online ordering app for a loval restaurant.

### **HTML, CSS, and JavaScript for Web Developers**

John Hopkins University via Coursera | 2023

Completed a four course intensive over a period of one month. The course covered the essentials of html, css, and javascript application in web design and application functionality.

## Bachelors of Philosophy with Psychology Minor

Georgia Southern University

Summa Cum Laude | 3.9GPA | 2013

I graduated as one of the for-runners in the newly established focus in philosophic study within the university. I was granted a regionally significant award for my final paper in which I explored the relationship and possible integration between Dogen's concept of Zen Buddhism and Hiedegger's phenomenology.

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### Avocations/Hobbies:

- **Illustration:** My personal practice of illustration spans my life. I specialize in pen and ink and have since moved into working in Procreate software. I am currently in the act of positioning myself to translate my current practice into tattoo work.
- **Cooking:** Cooking is passion and expressive outlet that I've engaged with since I was a teen. I am explorative and inspired by international cuisine that expresses cultural identity. I tend towards middle European, Japanese, and Middle Asian food.
- **Web Design:** Engaging with personal projects for myself and friends remains a passion. I greatly enjoy coming up with ideas and seeing where they may lead. Acutalizing an idea and assisting my friends in realizing theirs through the conceptualization and building out of online media is incredibly rewarding.
- **Philosopic Study:** I remain a lifelong student and greatly enjoy engaging with topics that span the whole of human understanding. When any subject is pushed to its furthest boundaries of understanding, you are placed in the realm of philosophy.