

Andrew L. Wilson

Designer/Communicator/Analyst

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Expertise Summary:

- User-Centered Design: Proficient in user-oriented design processes and design thinking principles, applied to web design, product design (physical and digital), and content design.
- Content Design & Copywriting: 10+ years of experience crafting compelling, error-free content across multiple platforms, with a keen understanding of style and tone.
- Research & Analysis: Skilled in synthesizing information from diverse sources to drive comprehensive analysis, documentation, and product development.
- Data Management: 10+ years of experience in data entry and management, with a strong focus on accuracy and attention to detail.
- Technical Proficiency: Proficient in Figma, Adobe Creative Suite, and Microsoft Office, with a demonstrated ability to adapt quickly to evolving digital tools and platforms.

Employment Summary:

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

- Spearheaded the development of 5 new products, contributing to a 20% growth in the company's product portfolio.
- 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.
- Collaborated cross-functionally to translate complex nutritional research into actionable product designs, improving efficiency and alignment with market needs.

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

- Resolved customer concerns and streamlined communication processes, ensuring customer satisfaction.
- Managed inventory and merchandising, optimizing displays to enhance customer engagement and sales performance.
- 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.
- 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 Scout* | Oct. 2018 - Oct. 2019 (internship) | Savannah, GA

- Conducted in-depth market research and analysis to inform effective investment strategies.
- 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.
- Led marketing campaigns and sales strategies, driving team performance and achieving consistent sales milestones.

Education:

Google UX Design Certification
Google via Coursera
2023

HTML, CSS, and JavaScript for Web Developers
John Hopkins University via Coursera
2023

Bachelors of Philosophy with Psychology Minor
Georgia Southern University
Summa Cum Laude | 2013