Andrew Walters

Front-End Developer · UX/UI Designer · E-commerce Specialist

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- **Portfolio:** https://www.drewwalters.me/

Profile

I'm a Front-End Developer and UX/UI Designer with 5+ years building responsive web interfaces, e-commerce experiences, and data-driven dashboards. I write HTML5, CSS3, and JavaScript (ES6+), build modular React components, and connect interfaces to RESTful APIs with asynchronous JavaScript. I manage code in GitHub and collaborate in Microsoft 365, SharePoint, and Teams. I work in an AI-assisted development workflow, trained through Anthropic's Claude Certified Architect program, which lets me learn fast, debug quickly, and ship clean, working code. I rebuilt WooCommerce product and checkout flows that took add-to-cart from 2.1% to 8.4% and checkout completion from 31% to 52%, using Google Analytics and Hotjar data to decide what to fix first. I'm at my best turning complex data into clear, accessible layouts that people can actually use.

Technical Skills

– FRONT-END DEVELOPMENT

HTML5	CSS3	JavaScript (ES6+)	React
JSX Components	Responsive Design	REST API Integration	Async JS / Fetch
JSON Data Handling	Dashboard UI	Data Visualization	Git / GitHub

– AI-ASSISTED DEVELOPMENT

Claude	Claude Code	Prompt Engineering	Model Context Protocol
AI Agent Workflows	Perplexity	Code Review with AI	Rapid Prototyping

– UX/UI DESIGN & RESEARCH

Figma	Wireframes	Prototyping	User Flows
Usability Testing	Heuristic Evaluation	A/B Testing	Accessible Layouts
Design Systems	User Journey Maps	Research Synthesis	Developer Handoff

– PLATFORMS & TOOLS

WordPress	WooCommerce	Shopify	Wix
Microsoft 365	SharePoint	Microsoft Teams	Base44
HubSpot CRM	Google Analytics	Hotjar	Google Search Console
Adobe Creative Suite	Canva	Miro	Trello
Asana	Slack	Mailchimp	

Technical Projects

Kitchen HQ – React Dashboard Application

Personal Project · React, JavaScript (ES6+), JSX, CSS3, AI-assisted development

2026

- Built a four-tab React app: dashboard, inventory, recipe builder, and budget planner
- Designed an at-a-glance dashboard with readiness status and low-stock alert indicators
- Modeled inventory data with quantity, unit, price, weight, and nutrition fields
- Wrote combinatorial planning logic that generates and ranks meal plans by budget
- Visualized budget usage with progress bars, ranked tiers, and expandable detail cards

Experience

Co-Founder & CEO

Unifinity LLC

07/2026 – Present Athens, AL

- Lead product, brand, and web strategy for a festival-rooted media and community brand
- Built an interactive HTML operating map documenting 11 roles across 8 departments
- Configured a Shopify dev store with 5 validated metafields and automated collections
- Prototyped Freak-When-See, an NFC-launched web app with a two-stage capture flow
- Implementing HubSpot CRM pipelines to track partner outreach across 7 festivals

Business Development Manager
High Forest Releaf
08/2023 – 07/2026

- Led growth and launches for a four-location retailer, partnering directly with the Board
- Collaborated on site selection, launch planning, and community events for new markets
- Grew average customer spend from $40 to $100+ through education-led sales strategies
- Earned and kept 200+ five-star Google reviews across 4 locations via consultative service
- Managed merchandising, inventory control, and POS systems for high-volume stores

Ecommerce Manager
Healthcare Training Leader
10/2021 – 03/2023

- Owned UX and conversion optimization for a WooCommerce healthcare certification store
- Lifted add-to-cart from 2.1% to 8.4% by rebuilding WordPress product pages from data
- Analyzed Google Analytics and Hotjar heatmaps to prioritize UI fixes and Figma prototypes
- Raised checkout completion from 31% to 52% via heuristic reviews and structured A/B tests
- Grew retention from 67% to 75% by redesigning post-purchase onboarding from research
- Cut support tickets 50% with inline FAQ modules built from ticket theme analysis

UX Designer/Researcher
Della Terra Shoes
03/2021 – 04/2021

- Led competitive analysis and usability testing to guide a Spring 2021 site redesign
- Designed a responsive interface highlighting sustainable materials and a luxury feel
- Produced specs and design system assets for a smooth, on-time developer handoff
- Supported a rebrand that tripled the customer base; the redesign is still in use

Web Designer
Knuckleball Digital
02/2017 – 11/2020

- Built and maintained responsive websites, email, and social campaigns for small orgs
- Designed empathy-led fundraising campaigns that raised $100K+ and doubled outreach
- Iterated sites from performance data and community feedback to lift engagement
- Kept digital content accurate and consistent across platforms and brand touchpoints

Education History

UX Research & Design | UX Immersive
General Assembly
12/2020 – 03/2021 New York, United States

- Delivered rapid-cycle Figma/Sketch prototypes within cross-functional product teams
- Synthesized competitive analysis and affinity maps into user-centered UI solutions

Certificates

Claude Certified Architect Program
Anthropic Academy · via Advisedly
04/2026

Suicide Prevention
TWLOHA
03/2026

User Experience Design
General Assembly
03/2021

References

Lee R. Sobzack - CFO/Operations Manager
High Forest Releaf
931-629-0703
Letter of recommendation available upon request.