

**April Felker**  
Senior Digital Creative

[www.agoodplacetobe.com](http://www.agoodplacetobe.com)  
[april@agoodplacetobe.com](mailto:april@agoodplacetobe.com)  
m: 07525 939562  
London, UK

Born and educated in Canada, I spent 9 yrs in New York **designing with world-class agencies** before permanently relocating to the UK in 2008.

I am a **brand focused, user-centric interactive designer with expansive knowledge of technology and industry trends.**

My passion is for **creating exciting, original and conceptually strong work that engages the user.** Having an eye for detail and a meticulous approach I strive for high calibre results.

I'm self-motivated yet enthusiastic about collaborating with a team; aiming to maintain **clarity and energy in all communications.** Embracing new challenges, I am highly adaptable and excel in fast paced, high pressure situations.

## **Experience: Full-time & Freelance**

**INDUSTRIES INCLUDE:** health care & pharmaceutical, fashion, entertainment, art, sports, FMCG, e-commerce, finance, government, community & charity, hospitality, telecom, news, research and software.

### **Concentra Head of Creative** [www.concentra.co](http://www.concentra.co) London oct 2009 - present

I am responsible for the integrity of all creative work for this business consultancy and technology firm. I am driving the re-branding of the company and developing a cohesive style and UI for their suite of existing and new software. There is a focus on digital but I also manage print output in the form of marketing and corporate collateral.

### **A Good Place To Be** [www.agoodplacetobe.com](http://www.agoodplacetobe.com) **Creative Director** New York/London

I have carried out numerous independent projects in a variety of sectors. My core strengths are branding, conceptualization, art direction/design, usability and overall team and client management. Working on and off site, with agencies and directly for clients

### **Heartbeat Digital** [www.heartbeatdigital.com](http://www.heartbeatdigital.com) **Senior Art Director** New York oct 2007- may 2009

I have worked extensively with this health care focused agency. Projects include two successful cervical cancer campaigns, multiple designs for Nuvaring.com, a branded and non-branded site for rheumatoid arthritis, and several pitches including an energy efficiency interactive piece for the electricity company Con Edison.

### **Jcrew.com** [www.jcrew.com](http://www.jcrew.com) **Art Director** New York mar 07 - aug 07

As a dedicated team member with this American fashion icon, I worked alongside photographers, copywriters, flash coders, programmers and production. I designed for the unique monthly site launches consisting of promotions, feature microsites and changes to theme, colour and photography.

### **Agency.com** [www.agency.com](http://www.agency.com) **Art Director** New York feb 07

For this international agency, I worked on web related projects and promotions primarily for British Airways and their key financial account etrade.

### **LBI / Icon Nicholson** [www.iconnicholson.com](http://www.iconnicholson.com) **Art Director** New York may 2005 - oct 06

For this leading full-service digital agency, I guided a team of 3-5 designers. Providing design and strategy, I was instrumental in determining the brand and creative vision of projects. I interfaced often with clients and collaborated with producers and information architects in the development of client and user experience requirements. Clients include MasterCard, Nestle, Mount Sinai, Forest Labs and Bristol-Myers Squibb.

### **Reuters** [www.reuters.com](http://www.reuters.com) **Art Director** New York 2005 I worked in-house for this news giant on their main web presence Reuters.com.

### **The Knot/The Nest** [www.theknot.com/](http://www.theknot.com/) [www.thenest.com](http://www.thenest.com) **Art Director** New York 2004

For this wedding leader, I took on a key role in defining their new lifestyle magazine called The Nest, which is targeted at newlyweds. I established the brand, design, structure and guidelines that is now used in all their online and print materials.

### **Gartner** [www.gartner.com](http://www.gartner.com) **Art Director** Connecticut sept 02 - aug 04

I worked for this worldwide research and advisory firm on their two main web sites, one having a focus on technology, the other on business. Initially I drove forward a major redesign, then stayed on to create custom page designs and promotions to match constantly released new content.

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place to be

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**TECHNOLOGIES:**

**FULLY COMPETENT:**

photoshop  
illustrator  
fireworks  
indesign,  
microsoft office

**SKILLS IN:**

flash  
dreamweaver  
HTML

**EXPERIENCE WITH:**

CSS  
CMS - vignette & interwoven  
DHTML

**UNDERSTANDING OF:**

PHP  
XML  
actionscript

**National New Media Art Director** New York 2002

Working on the redesign of the in-depth Port Authority of NY & NJ site, I was responsible for assembling a timeline and process, conducting client input sessions, organizing content, re-architecting the site structure and user interface as well as designing the visual approach.

**Surge Interactive Art Director** New York 2001

I created highly conceptual work for both flash and HTML driven sites for clients such as Rockport, Jose Cuervo, Nexium and most extensively on the site redesign of SFX.com (Clearchannel), a top promoter of live events.

**Showtime** www.sho.com New York 2001 For this television network, I successfully redesigned the ShoBoxing site within an aggressive timeline.

**Quidnunc Art Director** New York/London may 00 - dec 00

I came on as a lead in helping set up the creative department within this technology focused, british based firm. I outlined and communicated to the team a system of carrying out the visual side of a project. My experience there helped deepen my strategy skills, mostly with the e-commerce client ClubMom.

**Siegelgale** www.siegelgale.com **Senior Designer** New York jul 99 - may 00

I developed concepts alongside the creative director, then becoming the key person to complete the site designs. Moving through the process I was responsible for keeping solutions on track with agreed objectives. Clients include Sappi Papers, Fashionmall and Provant (Performance Training).

**TribalDDB** www.tribalddb.com **Senior Designer** Vancouver 1999

With this interactive division of the advertising agency DDB, I worked individually and with their in-house team on designing websites and associated advertising banners; most notably for Pacific Press and Sun-Rype Food & Beverages.

**Columbus Group Communications Senior Designer** Vancouver mar 97 - apr 98

I was entrusted with the complete visual direction of individual projects, and saw work carried through from strategy to the end of development. Clients include Telus Telecommunications, Interfor, Canfor, Sierra Wireless and Orcabay (Canucks, Grizzlies, GM Place).

**Imediat Digital Designer** Vancouver sep 96 - mar 97

For this web development firm I participated in client meetings and produced design, photography and HTML for clients that include HSBC, Westminster Savings, Vancouver Port Corporation, BC Assessment and Vancouver.com.

**Education**

**Westcoast College** Vancouver aug 1998

In this post graduate business course I studied the principle aspects of running a company; emphasis being on analysis, critical thinking, strategy, implementation, communications, marketing and finances.

**Emily Carr Institute of Art & Design** Vancouver may 1996

Completed 4 yr **Bachelor of Design (BFA)** majoring in Electronic Communication Design. Studies focused mainly on interactive design and computer animation with additional studies in print, film/video and photography. Much of my final year was devoted specifically to the area of web design.

**Alberta College of Art** Calgary sept 1992

Completed foundation studies, where I developed fundamental skills in drawing, painting, sculpture, photography and design.