

## April Felker

Experience Design Director

[www.agoodplacetobe.com](http://www.agoodplacetobe.com)

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London, UK

**EXPERIENCE:** Permanent & Freelance

**A Good Place To Be** [www.agoodplacetobe.com](http://www.agoodplacetobe.com) Experience Design Director may 2014 - present

As a limited company, I now work strictly freelance on both UX and UI assignments. I have 20 years of creative experience in digital and have a real passion for building innovative user experiences across desktop, mobile and social platforms. I am skilled in working through all phases of the design process including research, analysis, requirements gathering, site architecture, user journeys, wireframing, annotations, interaction and visual design.

**Keko London** [www.keko.london](http://www.keko.london) Experience Strategist (contract) London jul 2018 - oct 2018

My role with this luxury-focused agency based in soho was as a digital strategist and visual designer. I developed key user experience materials for their main client Bentley as a means of progressing their digital presence across multiple touchpoints. For Forevermark Diamonds, part of the Debeers Group, I created concepts and a fresh look and feel for a new CEM campaign.

**Door Global** [www.doorglobal.com](http://www.doorglobal.com) Digital Strategist (contract) London may 2018 - july 2018

I worked with Door Global in a UX and UI capacity on a prototype for a new app meant to disrupt the world of pensions. The product focuses on providing insight and independence to individuals in the way they manage and contribute to their pension. I helped run workshops with stakeholders to establish the high level opportunity as well as specific design features. I managed a team of designers to build an Invision prototype that covered key user journeys that could be used to test with and secure funding.

**Tribal Worldwide London** [www.tribalworldwide.co.uk](http://www.tribalworldwide.co.uk) Lead UX (contract) London aug 2017 - may 2018

I was a lead user experience designer on projects for Wren Kitchens, Volkswagen and a winning Skoda pitch. I defined key journeys and experiences for websites and apps as well as produced annotated wireframes for the purpose of approvals and development.

**Crabtree & Evelyn** [www.crabtree-evelyn.co.uk](http://www.crabtree-evelyn.co.uk) UX/BA (contract) London mar 2017 - june 2017

I worked as a UX Lead and Business Analyst on this significant global transformation. The project involved a complete overhaul of this beauty & bath giant's ecommerce website and digital presence. My role involved research and strategy to create a detailed set of wireframes in Sketch to design and build from. I annotated wireframes in Zeplin and produced high level epics and user stories. Responsibilities included presenting concepts to stakeholders, briefing visual design and ensuring alignment between the UX and Functional teams.

**Habitat** [www.habitat.co.uk/](http://www.habitat.co.uk/) Lead UX (contract) London nov 2016 - feb 2017

I conducted research and compiled a comprehensive report on the Habitat website to establish clear UX recommendations and improvements.

**Bisqit** [www.bisqit.co.uk](http://www.bisqit.co.uk) UX Director London nov 2014 - oct 2016

As UX Director I worked alongside PR agency H+K Strategies to produce audience-worthy content for clients such as HSBC, Eon, Hitachi, Gilead, and Ford. Projects consisted of websites, data visualisations, web apps and social campaigns. My role involved producing UX materials such as site maps, wireframes and clickable prototypes. I designed and guided the creation of visual design concepts as well as regularly presented to clients and responded to briefs.

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## CAPABILITIES

digital strategy

user experience

branding

visual design

## SKILLS

ux research

personas + scenarios

user journeys & flows

information architecture

wireframing + prototyping

functional annotations

user testing

data visualisation

interaction design

visual design

product + app design

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**Blue State Digital/Natural History Museum** [www.bluestatedigital.com](http://www.bluestatedigital.com) Senior Designer (contract) London June 2014 - Nov 2014

I worked with the team at Blue State on the UX portion of the redesign of the website for the Natural History Museum. I collaborated with key team members and stakeholders at the museum to establish an overall strategy and specific requirements. I conducted a content analysis, produced the site structure, detailed wireframing and conducted user testing using a clickable prototype. Following the UX work done agency side, I then went in house at the museum to work on the visual design. I took an initial look and feel and designed out the full design system.

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**Concentra** [www.concentra.co.uk](http://www.concentra.co.uk) Head of Creative London Sept 2009 - Oct 2013

I was responsible for the integrity of all creative work at this business consultancy and data analytics firm. Clients included Deloitte, RioTinto, NHS, Bain, GSMA, and London Stock Exchange. In addition to website and software design I helped secure new business and drove the company's re-brand. I was strategically involved and fundamental in developing a cohesive style and UI for their organisation product OrgVue which included the creation of a multitude of data visualisations.

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

I was a creative lead with this healthcare focused agency, collaborating closely with copywriters, developers and designers and participating in several successful pitches. Projects included two cervical cancer campaigns, website designs for the contraceptive Nuvaring, a consumer site for arthritis, a branded site for the pharmaceutical product Cimzia and an energy efficiency interactive piece for the electricity company Con Edison.

**Jcrew** [www.jcrew.com](http://www.jcrew.com) Art Director (contract) New York Mar 2007 - Aug 2007

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

**LBI / Icon Nicholson** [www.lbi.com](http://www.lbi.com) Art Director New York May 2005 - Oct 2006

For this leading full-service digital agency I provided design and strategy, as well as managed a team of designers. I determined the brand and creative vision of a multitude of projects for clients such as MasterCard, Nestlé, Mount Sinai Hospital and Bristol-Myers Squibb. I regularly interfaced with clients and collaborated with colleagues to establish requirements, produce user experience materials and conduct usability testing.

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

**The Nest** [www.thenest.com](http://www.thenest.com) Art Director (contract) 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 overall branding, design, site structure and information architecture as well as produced comprehensive design guidelines.

**Gartner** [www.gartner.com](http://www.gartner.com) Art Director Connecticut Sept 2002 - Aug 2004

I flexed my design and user experience skills with this respected worldwide research and advisory firm. Initially I drove forward a major redesign of their membership based, industry segregated websites. I created unique and template driven page designs and promotions to released new content.

## SOFTWARE

sketch

invision

zeplin

axure

photoshop

illustrator

indesign

wordpress

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**National New Media** Art Director (contract) New York 2002

I created the branding and design for a new Port Authority of NY & NJ website. My responsibilities involved assembling a timeline and process, requirements gathering, developing the content strategy and re-architecting the site. Additionally, I photographed relevant facilities and landmarks to be used on the site.

**Surge Interactive** Art Director New York 2001

For this well respected studio I helped create award winning sites for clients such as Rockport, Jose Cuervo, Nexium and Clearchannel.

**Showtime** [www.sho.com](http://www.sho.com) Art Director (contract) New York 2001

For this television network, I redesigned the ShoBoxing site within a challenging timeframe.

**Siegel + Gale** [www.siegelgale.com](http://www.siegelgale.com) Senior Designer New York jul 1999 - may 2001

I kicked off my career in NY at this well respected branding agency. I created concepts alongside the creative director, then taking on the key responsibility of designing pages that are ready for development. Working with brand and traditional creative teams I helped produce integrated solutions for clients such as Sappi Papers, Fashionmall and Provant.

**TribalDDB** [www.tribalddb.com](http://www.tribalddb.com) Senior Designer (contract) Vancouver june 1998 - may 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 - most notably for Pacific Press and Sun-Rype Food & Beverages.

**Columbus Group Communications** Senior Designer Vancouver mar 1997 - apr 1998

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

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

My first professional job out of university was with this promising new web development firm. I participated in client meetings and produced design, photography and HTML for clients that include HSBC, Westminster Savings, Port Metro Vancouver, BC Assessment and Vancouver.com.

## EDUCATION

**Emily Carr University of Art & Design** [www.ecuad.ca](http://www.ecuad.ca) Vancouver may 1996

Completed 4 yr Bachelor of Design (BFA) majoring in Electronic Communication Design. Studies focused mainly on interactive design and 3D 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** [www.acad.ca](http://www.acad.ca) Calgary sept 1992

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

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## SECTORS

automotive

art + design

beauty

charity

consumer products

energy + industrials

entertainment + media

fashion

finance

FMCG

healthcare

insurance

news

sports

technology