

April Felker

Experience Design Director

www.agoodplacetobe.com

april@agoodplacetobe.com

m: 07525 939 562

London, Uk

EXPERIENCE

A Good Place To Be www.agoodplacetobe.com Experience Design Director may 2014 - present

AGPTB is my freelance business under which I take on UX, UI, interaction design and strategy work. I am skilled in working through all phases of the design process including research, analysis, requirements gathering, architecture, user journeys, wireframing, annotations, interaction and visual design.

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Tribal Worldwide London www.tribalworldwide.co.uk Lead UX (contract) London oct 2019 - nov 2019

Worked in a UX capacity to produce high level concepts and materials to support the ideas for a new business client in the charity sector.

EF Education First www.ef.com Lead Product Designer London mar 2019 - aug 2019

For this global academic and language training company I was product lead for the redesign of their language proficiency app. I was also tasked with improving the experience across their global websites, with a focus on overall navigation and understanding of the various programs on offer. I conducted in-person and remote testing to gain insights and make improvements.

11.12, A Luchford Partnership www.1112alp.com UX Lead (contract) London feb 2019 - mar 2019

Designed the full user experience for global luxury jewellery brand DeBeers. Working within an ambitious timeline I presented to key stakeholders and delivered UX strategy and wireframes with detailed annotations. Key pages include the product and category landing page variations, account area, checkout experience and a guided customising tool.

VCCP www.vccp.com Lead UX Designer (contract) London dec 2018 - feb 2019

Was part of an integrated agency/client team for client O2. We brainstormed and carried out rapid concepting on ways to improve their main shop experience. Working over three intensive sprints I helped conceive ideas across the discovery, purchase and checkout portions of the user journey. I conducted guerrilla testing sessions to get feedback on popular concepts.

Isobar www.isobar.com Lead UX Consultant (contract) London oct 2018 - nov 2018

WWF

Worked in a strategic capacity for this leading conservation organisation. I helped formulate a strategic direction for the shop to work harmoniously with their main environmental mission. This involved landscape research, stakeholder interviews and a report of recommendations.

Keko London www.keko.london Experience Strategist (contract) London jul 2018 - oct 2018

Bentley Motors • Forevermark Diamonds

My role with this luxury-focused agency based in soho was as a digital strategist and visual designer. I developed key ux materials for Bentley Motors to progress their digital presence across multiple touch points. For Forevermark I created a new CEM approach and campaign.

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Door Global www.doorglobal.com Digital Strategist (contract) London may 2018 - july 2018
Designed a new app aimed at revolutionise the world of pensions. It provides insight and independence to individuals in how 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 lead a small team of designers to build a prototype that covers key user journeys.

Tribal Worldwide London www.tribalworldwide.co.uk Lead UX (contract) London aug 2017 - may 2018
Wren Kitchens • Volkswagen • Skoda
I defined key journeys and experiences for websites and apps, producing detailed annotated wireframes for the purpose of approvals and development.

Crabtree & Evelyn www.crabtree-evelyn.co.uk UX/BA (contract) London mar 2017 -june 2017
UX Lead and Business Analyst on this global transformation. The project involved a complete overhaul of the beauty & bath giant's ecommerce website and digital presence. I conducted research and produced high level epics, user stories and requirements. My detailed set of wireframes were fully annotated to design and build from.

Pancentric Digital www.pancentric.com Design Director (contract) London feb 2017 - mar 2017
Creation of a new pet insurance brand with associated digital touch points.

Habitat www.habitat.co.uk Lead UX Designer (contract) London dec 2016 - feb 2017
Following the UX work done agency side, I then went in house at the museum to work on the visual design and map out the full design system.

Isobar www.isobar.com User Experience Lead (contract) London nov 2016 - dec 2017
Huawei

Mother London www.motherlondon.com UX Lead (contract) London nov 2016
Experiential thinking for a new airline brand.

Bisqit www.bisqit.co.uk UX Director London nov 2014 - oct 2016
As UX Director I worked alongside sister agency H+K Strategies to produce content, websites, data visualisations, apps and social campaigns. I worked at a senior level with colleagues and clients while being hands on creating materials such as site maps, wireframes and prototypes.

Natural History Museum www.nhm.ac.uk Lead UI Designer (contract) London sept 2014 - nov 2014
Following the UX work I did agency-side, I then went in house at the Natural History Museum to work on the visual design. I took an initial look and formed a complete site system, designing out all page templates and modules.

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CAPABILITIES

digital strategy

user experience

visual design

product + app design

creative leadership

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Blue State Digital www.bluestate.co Lead UX Designer (contract) London jun 2014 - sept 2014

Drove the user experience for the redesign of the Natural History Museum website. I worked with key team members and stakeholders at the museum to agree an overall strategy as well as specific requirements. Undertook a content analysis and produced the site structure, detailed wireframing. I helped conduct user testing which was used to make improvements.

Concentra www.concentra.co.uk Head of Creative London sept 2009 - oct 2013

Responsible for all creative work at this consultancy and data analytics firm. In addition to web and app design I helped secure new business and drove the companies re-brand. I was strategically involved in developing a cohesive design system for their organisation product OrgVue which included the creation of a multitude of data visualisations.

Heartbeat Digital www.heartbeatdigital.com Senior Art Director New York oct 2007 - may 2009

Creative lead with this healthcare focused agency, working closely with copywriters, developers and designers and participating in several successful pitches.

Jcrew www.jcrew.com Art Director (contract) New York mar 2007 - aug 2007

For this American fashion icon I designed for the unique monthly site launches while collaborating with photographers, copywriters and developers.

Agency.com Art Director (contract) New York dec 2006 - feb 2007

British Airways • ETrade

LBI / Icon Nicholson www.lbi.com Art Director New York may 2005 - oct 2006

Mastercard • Nestle • Mount Sinai Hospital • Bristol-Myers Squibb.

Worked strategically to develop concepts and visual design. I collaborated with information architects and developers while managing a team of designers.

The Nest www.thenest.com Art Director (contract) New York oct 2004 - apr 2005

Design development of a new brand and website focused on newlyweds.

Gartner www.gartner.com Senior Designer Connecticut sept 2002 - aug 2004

I worked in a UI and UX capacity with this respected worldwide research and advisory firm.

National New Media Senior Designer(contract) New York jan 2002 - june 2002

Port Authority of NY & NJ

SKILLS

ux research

user stories

customer journeys & flows

information architecture

wireframing + prototyping

interaction design

hands on UI design

user testing

functional annotations

data visualisation

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SECTORS

automotive

art + design

beauty

charity

consumer products

education

energy + industrials

entertainment + media

fashion

finance

FMCG

healthcare

insurance

luxury

news

sports

technology

telecomms

Draft Worldwide Senior Designer NewYork jun 2001 - dec 2001

Jose Cuervo • Clear Channel • Rockport

Showtime www.sho.com Senior Designer (contract) NewYork feb 2001 - may 2001

For this television network, I redesigned the ShoBoxing website.

Siegel + Gale www.siegelgale.com Senior Designer NewYork jul 1999 - dec 2000

Sappi Papers • American Express

TribalDDB www.tribalddb.com Senior Designer (contract) Vancouver june 1998 - may 1999

Pacific Press • Sun-Rype Food

Columbus Group Communications Senior Designer Vancouver feb 1997 - apr 1998

Telus • Canucks Sports & Entertainment • Canfor

EDUCATION

Emily Carr University of Art & Design www.ecuad.ca Vancouver may 1996

Bachelor of Design Electronic Communication Design

• Interactive and digital design • 3D animation • Print • Film • Photography

Alberta College of Art www.acad.ca Calgary sept 1992

Foundational Studies

• Drawing • Painting • Sculpture • Photography • Design

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