

April Felker
Experience Design Director

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London, UK

EXPERIENCE: Permanent & Contract

BBH www.bartleoglehegarty.com Head of UX/UI London Feb 2020 - present

Driving the digital and brand experience offering for this well respected creative agency in SOHO. I lead a team of UX/UI designers and collaborate with copywriters, developers, strategists and stakeholders to deliver transformative and meaningful customer experiences for clients such as Audi, Samsung, Western Union, Tesco and Roche.

A Good Place To Be www.agoodplacetobe.com Experience Design Director London May 2014 - Feb 2020

My freelance business, where I took on UX, UI, interaction design and strategy work. I worked through all phases of the design process including research, analysis, requirements gathering, architecture, user journeys, wireframing, annotations, interaction and visual design.

Tribal Worldwide London www.tribalworldwide.co.uk Lead UX (contract) London Oct 2019 - Jan 2020

Delivered strategy and design on various Volkswagen projects including a redesign of on line service booking.
Produced high level concepts and materials to support a new business pitch 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 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.

CAPABILITIES

user experience

digital strategy

creative leadership

visual design

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

Worked in a strategic capacity for the leading conservation organisation WWF, 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.

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Keko London www.keko.group Experience Strategist (contract) London Jul 2018 - Oct 2018
My role with this luxury-focused agency 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.

Door Global www.doorglobal.com Digital Strategist (contract) London May 2018 - July 2018
Designed a new app aimed at revolutionising 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 led 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
For clients Wren Kitchens, Volkswagen and Skoda I defined key journeys and experiences for websites and apps. I produced detailed and 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 digital transformation. The project involved a complete overhaul of the beauty & bath giant's e commerce 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 (contract) London Dec 2016 - Feb 2017
UX design and a comprehensive report on the Habitat website to establish clear UX recommendations and improvements.

Isobar www.isobar.com Lead UX Consultant (contract) London Nov 2016- Dec 2016
Developed journeys and UX for a new proposition for Huawei.

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

Hill + Knowlton Strategies (Bisqit) www.hkstrategies.studio UX Director London Nov 2014 - Oct 2016
As UX Director at sister agency to Hill + Knowlton Strategies, I designed content, websites, data visualisations, apps and social campaigns. I worked at a senior level with colleagues and clients while being hands designing materials.

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SKILLS

Research and analysis

Personas + scenarios

Discovery + workshop facilitation

Digital strategy

Client and stakeholder management

Digital Transformation

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User experience design

User journeys + Flows

Site and information architecture

Low and high fidelity wireframes

Prototyping

Usability planning and testing

Synthesising of test findings

Functional annotations

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User interface design

Product design

Interaction design

Design systems

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Natural History Museum www.nhm.ac.uk Senior 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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Blue State Digital www.bluestatedigital.com Lead UX (contract) London June 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 and helped conduct user testing which was used to make improvements.

SECTORS

automotive

art + design

beauty

charity

consumer products

education

energy + industrials

entertainment + media

fashion

finance

health + pharma

insurance

luxury

retail

sports

technology

telecomms

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 participated 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

Digital communications for British Airways and eTrade.

LBI / Icon Nicholson (now Digitas) www.lbi.com Art Director New York May 2005 - Oct 2006

For this leading full-service digital agency now 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 Art Director (contract) New York 2005

I worked in-house for this news giant on their main web presence Reuters.com

The Knot Worldwide www.theknot.com Art Director (contract) New York Oct 2004 - Apr 2005

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.

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Gartner www.gartner.com Art Director Connecticut Sept 2002 - Aug 2004

I flexed my design and UX skills with this worldwide research and advisory firm. 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.

National New Media Art Director (contract) New York Jan 2002 - Jun 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.

Draft Worldwide 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 Art Director (contract) New York Jun 2001 - Dec 2001

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

Siegel + Gale 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 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 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.

EDUCATION

Emily Carr University of Art & Design

www.ecuad.ca Vancouver, Canada

Bachelor of Design (Grad. May 1996)

Electronic Communication Design

- Interactive and Digital design
- 3D animation • Print • Film • Photography

Alberta College of Art

www.acad.ca Calgary, Canada

Foundational Studies (Comp. May 1992)

- Drawing • Painting • Sculpture
- Photography • Design

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