

## April Felker

Experience Design Director

Head of UX/UI

Principal Product Designer

a good place to be

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

[april@agoodplacetobe.com](mailto:april@agoodplacetobe.com)

[Linkedin/agoodplacetobe](https://www.linkedin.com/company/agoodplacetobe)

UX/UI & Product Design • Customer Experience • Digital & Brand Strategy • Research, Data & Testing

## Experience

**Head of UX/UI** at **Bartle Bogle Hegarty (BBH)** Feb 2020-Oct 2023 London, UK

I led the digital and brand experience offering for this well respected creative agency in the heart of Soho. Leading a team of UX/UI designers, I collaborated with creatives, developers, strategists and stakeholders to deliver transformative and meaningful customer experiences for clients Audi, Samsung, Western Union, Tesco and Roche.

**Experience Design Director** at **A Good Place To Be** May 2014-Feb 2020 London, UK

As a freelance business, I took on user experience, user interface, interaction design and strategy work. I worked through all phases of the design process including research, analysis, requirements gathering, architecture, user journeys, wireframing, annotations and visual design.

**Lead UX Designer** (contract) at **Tribal Worldwide London** Oct 2019-Jan 2020 London, UK

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

**Lead Product Designer** (contract) at **EF Education First** Mar 2019-Aug 2019 London, UK

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 navigation and content. Conducting in-person and remote testing, I gained insights to make clear improvements.

**UX Lead** (contract) at **11.12, A Luchford Partnership** Feb 2019-Mar 2019 London, UK

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

**Lead UX** (contract) at **VCCP** Dec 2018-Feb 2019 London, UK

Part of an integrated agency/client team for client O2 that brainstormed and carried out concepting on ways to improve the main shop experience. Working over three intensive sprints, I shaped ideas across the discovery, purchase and checkout portions of the journey. I conducted testing sessions to get feedback on popular concepts.

**Experience Design Director** (contract) at **Isobar** Oct 2018-Nov 2018 London, UK

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.

**Experience Strategist** (contract) at **Keko London** Jul 2018-Oct 2018 London, UK

My role with this luxury-focused agency, was as a digital strategist and visual designer. For Bentley Motors I created key UX materials to progress their digital presence and for Forevermark I created a new CEM approach and campaign.

**Digital Strategist** (contract) at **Door Global** May 2018-Jul 2018 London, UK

Designed a new app aimed at revolutionising the world of pensions by providing insight and independence in how individuals manage and contribute to it. I helped run workshops to establish the high level opportunity as well as specific design features. I then led a small team of designers to build a prototype that covers key user journeys.

**Lead Product Designer** (contract) at **Tribal Worldwide** Aug 2017-May 2018 London, UK

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.

**Experience Design Director** (contract) at **Crabtree & Evelyn** Mar 2017-Jun 2017 London, UK

UX Lead and Business Analyst on this digital transformation which 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.

**Design Director** (contract) at **Pancentric Digital** Feb 2017-Mar 2017 London, UK

Creation of a new pet insurance brand with associated digital touch points.

**Lead UX** (contract) at **Habitat** Dec 2016-Feb 2017 London, UK

UX design and comprehensive report on the Habitat website to establish UX recommendations and improvements.

**Experience Design Director** (contract) at **Isobar** Nov 2016-Dec 2016 London, UK

Developed journeys and UX for a new proposition for Huawei.

**Lead UX/UI** (contract) at **Mother London** Oct 2016-Nov 2016 London, UK

Experiential thinking for a new airline brand.

**UX Director** at **Hill + Knowlton Strategies** Nov 2014-Oct 2016 London, UK

As UX Director at sister agency Bisqit, 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.

**Lead UI Designer** (contract) at **Natural History Museum** Sep 2014-Nov 2014 London, UK

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.

**Lead UX** (contract) at **Blue State Digital** Jun 2014-Sep 2014 London, UK

Drove the user experience for the redesign of the Natural History Museum website. I worked with team members and stakeholders at the museum to agree a digital strategy with specific requirements. I undertook a content analysis and produced the site structure, detailed wireframes and conducted user testing which was used to make improvements.

**Head of Creative** at **Concentra** Sep 2009-Oct 2013 London, UK

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 a company 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.

**Senior Art Director** at **Heartbeat Digital** Oct 2007-May 2009 New York, US

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

**Art Director** (contract) at **Jcrew** Mar 2007-Aug 2007 New York, US

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

**Art Director** (contract) at **Agency.com** Dec 2006-Feb 2007 New York, US

Digital communications for British Airways and eTrade.

**Art Director** at **LBI / Icon Nicholson** (now Digitas) May 2005-Oct 2006 New York, US

For this leading digital agency, I provided design and creative strategy for clients such as MasterCard, Nestlé, Mount Sinai Hospital and Bristol-Myers Squibb. I collaborated with colleagues and clients to establish requirements, produce design materials and conduct usability testing to steer the design direction.

**Art Director** (contract) at **The Knot Worldwide** Oct 2004-Apr 2005 New York, US

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

**Senior Designer** at **Gartner** Sep 2002-Aug 2004 New York, US

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

**Senior Designer** at **National New Media** Jan 2002-Jun 2002 New York, US

I created the branding and design for a new Port Authority of NY & NJ website. Responsibilities involved assembling a timeline and process, requirements gathering, content strategy and re-architecting the site.

**Senior Designer** at **Draft Worldwide** Jun 2001-Dec 2001 New York, US

For this digital studio I helped create award winning sites for clients Rockport, Jose Cuervo, Nexium and Clearchannel.

**Senior Designer** (contract) at **Showtime** Feb 2001-May 2001 New York, US

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

**Senior Designer** at **Siegel + Gale** Jul 1999-Dec 2000 New York, US

I kicked off my career in NYC at this well respected branding agency where I worked with brand and traditional creative teams to produce integrated solutions for clients such as Sappi Papers and American Express.

**Senior Designer** (contract) at **TribalDDB** Jun 1998-May 1999 Vancouver, CA

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

## Education

**Emily Carr University of Art & Design** Bachelor of Design (Graduated May 1996) Vancouver, CA

Electronic Communication Design • Interactive and Digital design • 3D animation • Print • Film • Photography

**Alberta College of Art** (Completed May 1992) Calgary, CA

Foundational Studies • Drawing • Painting • Sculpture • Photography • Design