

April Felker

Product Design Director

Director of Product Design

Lead Product Designer

a good place to be

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

Experience

Product Design Director at **Bernadette/VCCP** Nov 2024-Present London, UK

I help lead the product design practice for this digital experience agency within the VCCP Group. I create user centred, insights-driven digital solutions that customers love and delivers real business impact. I collaborate across the agency to craft strategically-led digital products and for our clients such as British Gas, Cadburys, Müller and O2/Virgin Media.

Experience Design Director at **Patrn Studios** Jul 2024-Oct 2024 London, UK

I worked on product design projects for events client Informa, including the rebrand and website design for the Dubai Airshow. I supported a key strategic project to define the complete customer journey and ways to enhance it through improved UX and joined up technology.

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.

Education

Emily Carr University of Art & Design Bachelor of Design 4yrs Vancouver, CA

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

Alberta College of Art Foundational studies 1yr Calgary, CA