carl.feilner@sky.com +44 7879 232 208 carlfeilner.com

Hi I'm Carl Feilner,
I'm a UX & UI Designer at Virgin Media O2

I'm interested in making the lives of everyone around me easier. Whether its helping my team with new tools and UX insights or my Nan with her Kindle

Work Experience

User Experience & Interface Designer O2 | January 2025 to Current
- Optimised marketing and service user flows for new and existing customers
- Built & managed a scalable, accessible Figma design system for 10 designers
- Wireframes, prototypes & usability testing for cross-functional agile squads

User Experience & Interface Designer Virgin Media | October 2022 to Current
- Increased welcome comms CTOR 11.7% to 22.7% (+95%) with user research
- Optimised user journeys, cutting calls by 81k (-41%), saving £303k in 6 months
- Won employee of the month by championing User-Centered Design (UCD)

User Experience Designer Financial Times Live | April 2021 to October 2022
- Delivered information architecture & WCAG prototypes for developer handoff
- Increased FT Live email CTOR from 7.5% to 20% (+167%) through A/B Testing
- Won employee of the month by redesigning core web & email templates

Technical Skills

Figma Sketch Wordpress Google Analytics UserTesting Maze

Adobe XD Photoshop Illustrator After Effects Jira Miro

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Project Teasers







Education

Arts Uni Bournemouth
BA (Hons) Vis Comm
Sep 2016 to Aug 2020

The Arnewood School
9 GCSEs, 2 AS / A Levels
Sep 2002 to Jun 2009

Interests

VR | Ghibli | D&D

Message on LinkedIn or see my website for more

Message me | **Visit website**

