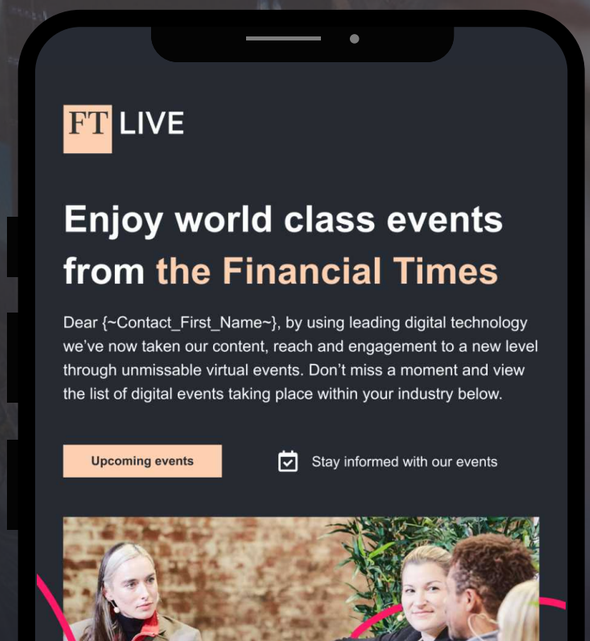
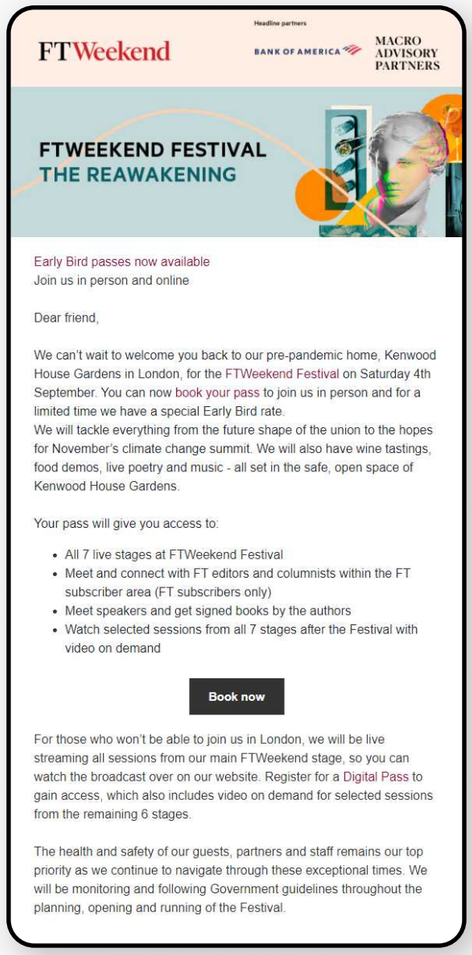
Carl Feilner

07879 232 208
carlfeilner.com

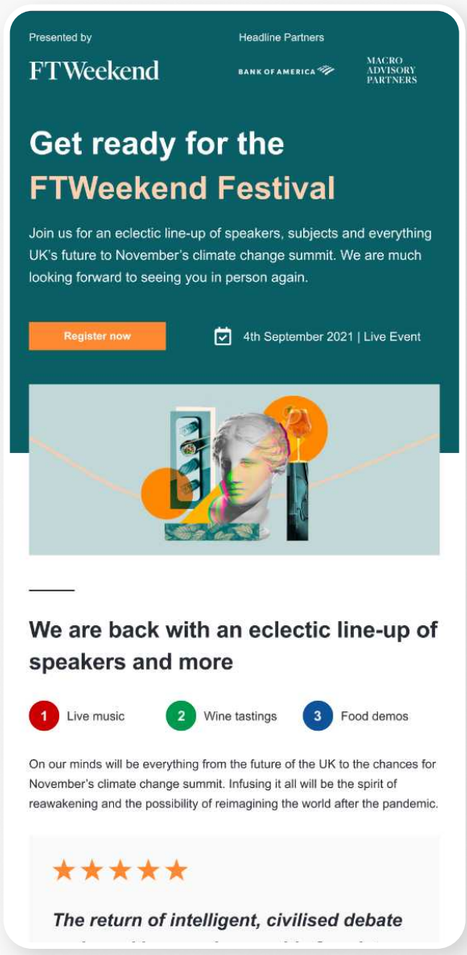
FT LIVE

New email templates and a system for AB testing to help improve click rates

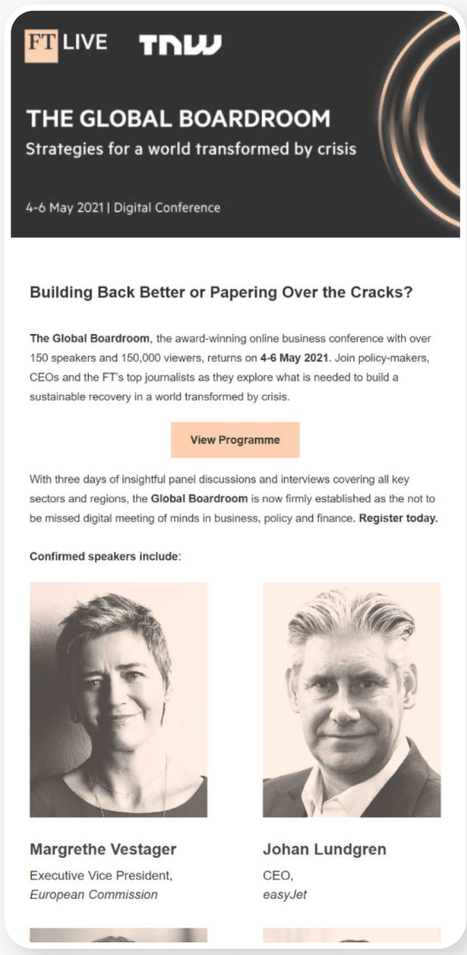




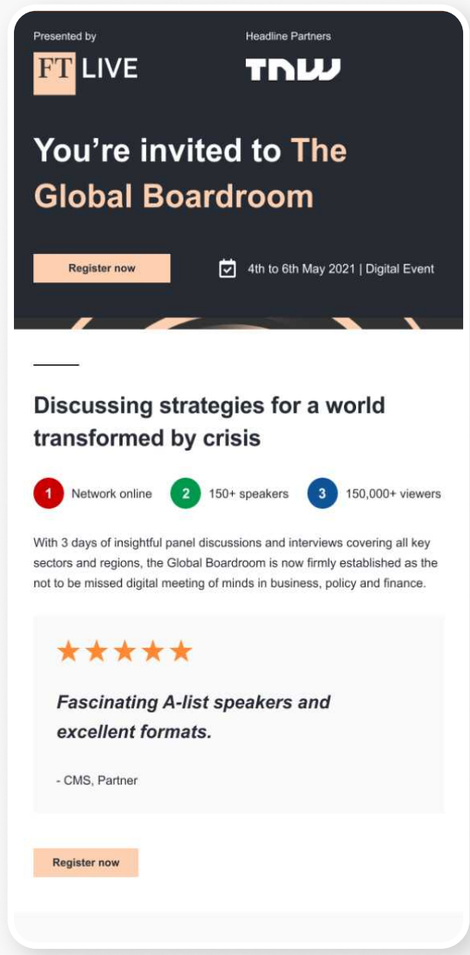
01 Previous design



02 New template



03 Previous design

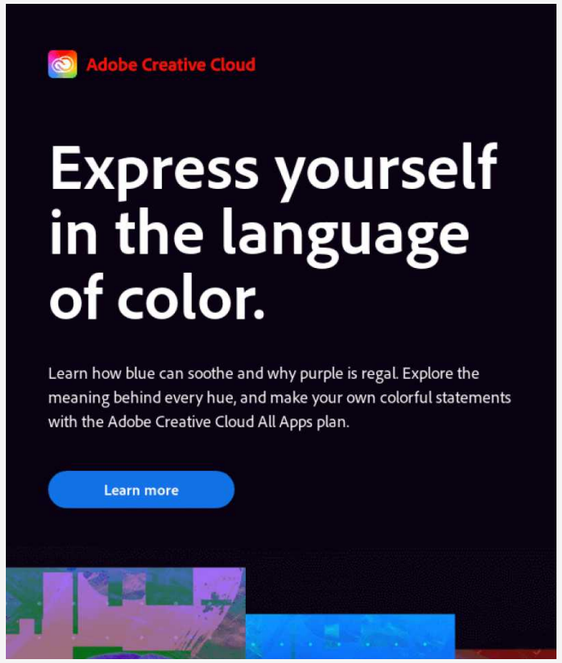


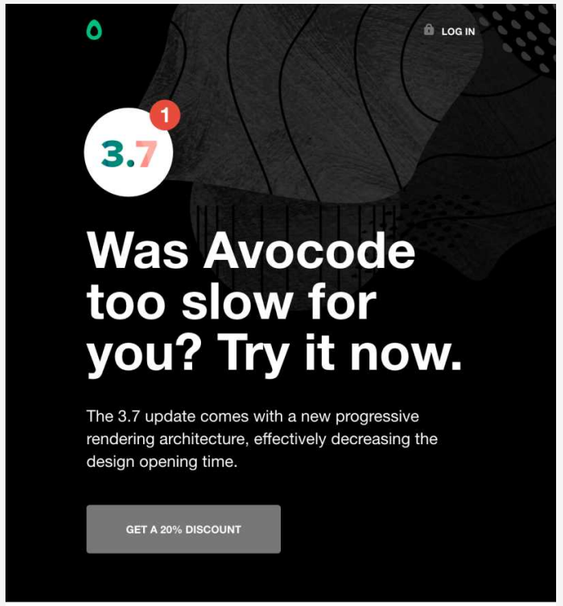
04 New template

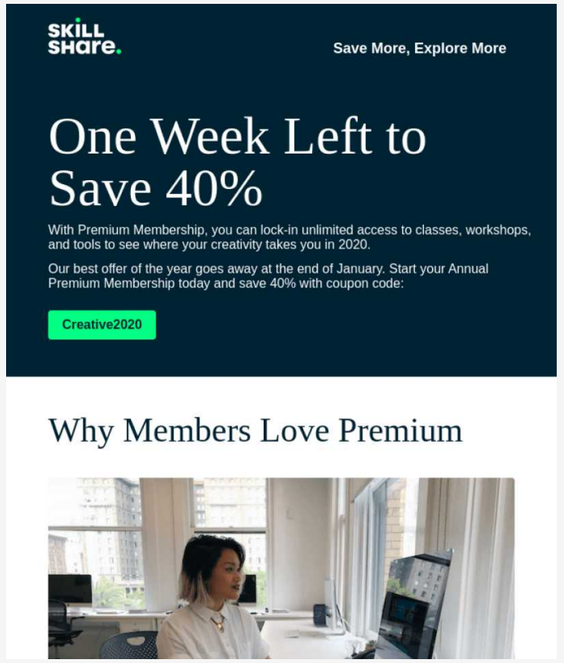
Summary

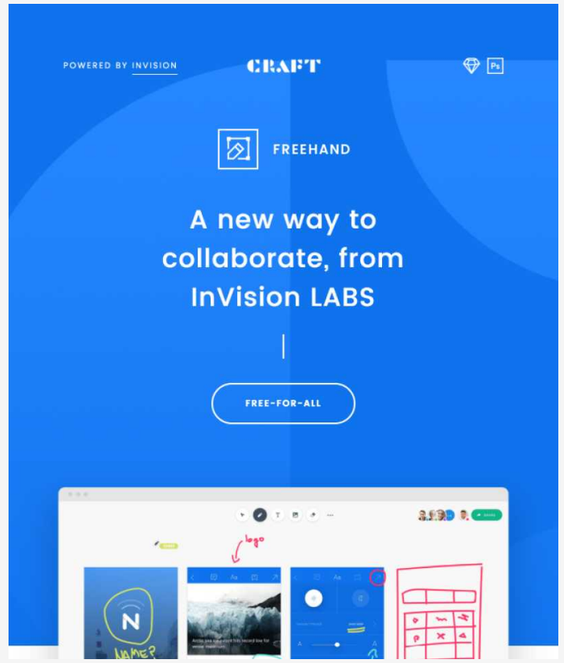
Due to high workload, marketing emails often repeated text from event websites, leading to long emails and a lack of consideration

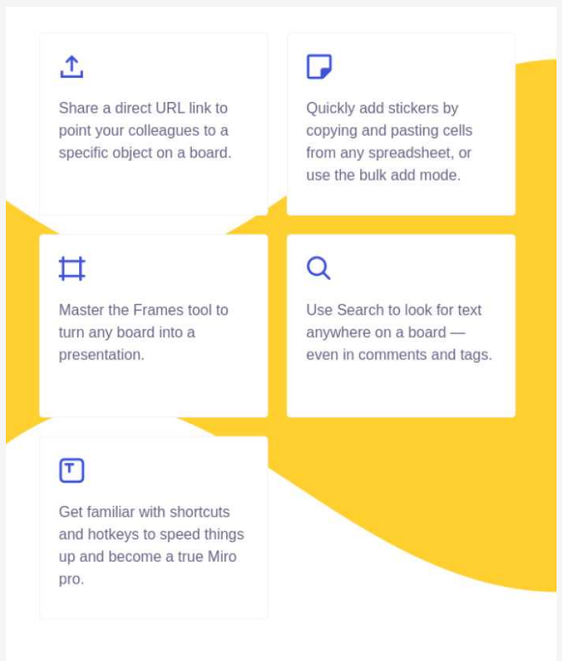
- audience include world-leaders & celebrities
- previous templates ignored audience insights

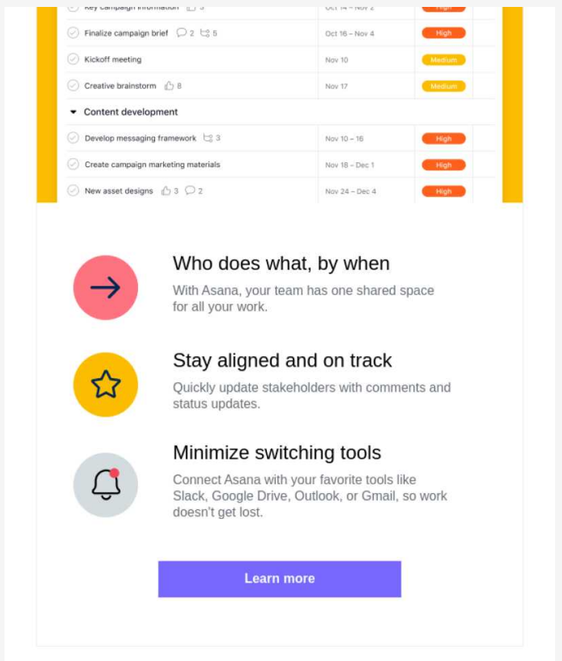


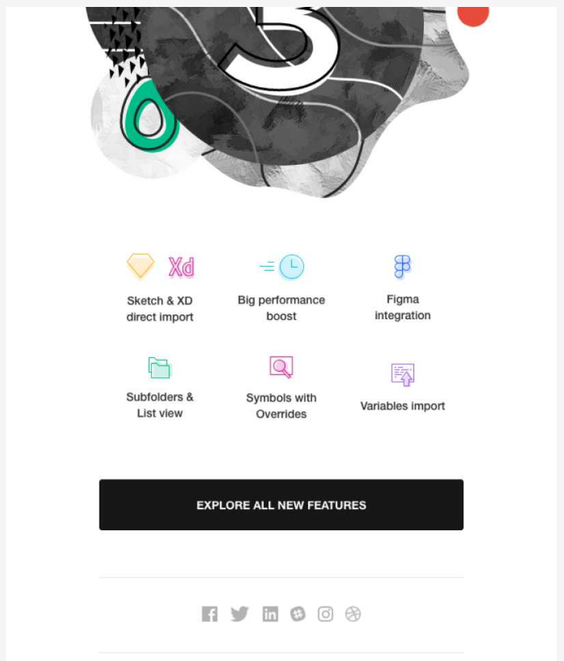


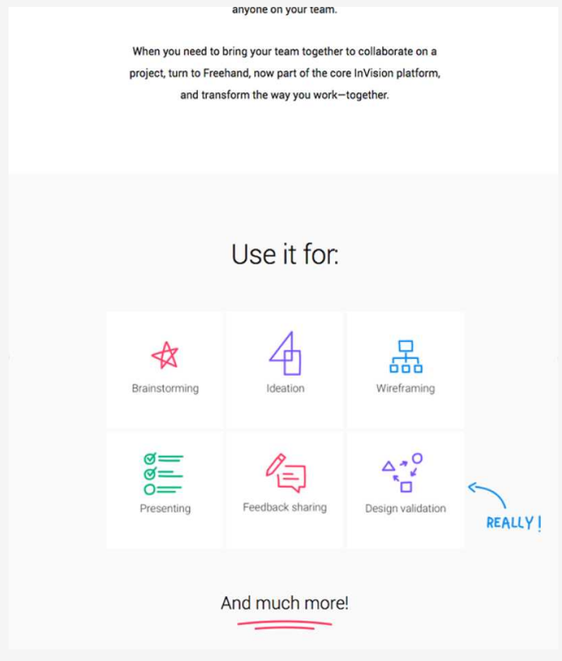








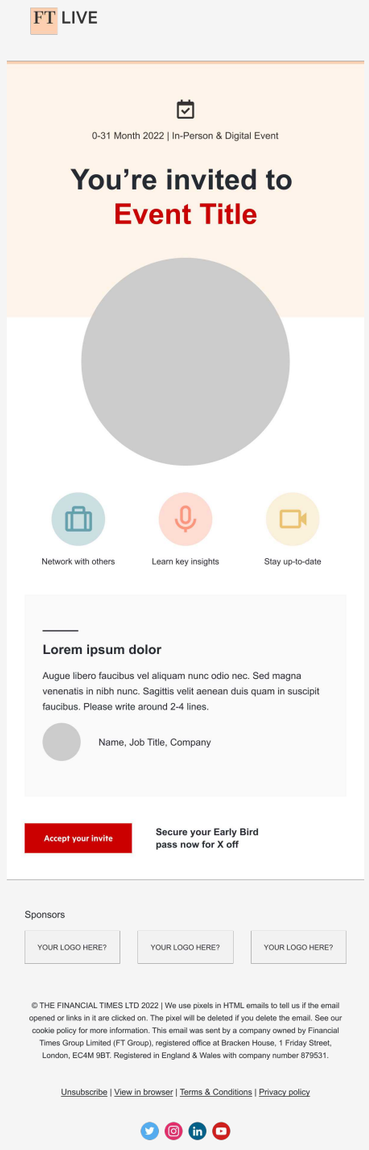


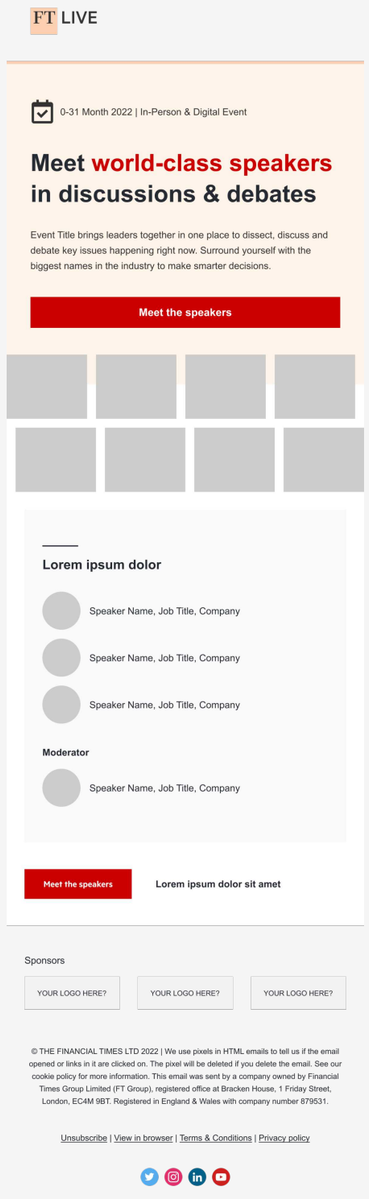


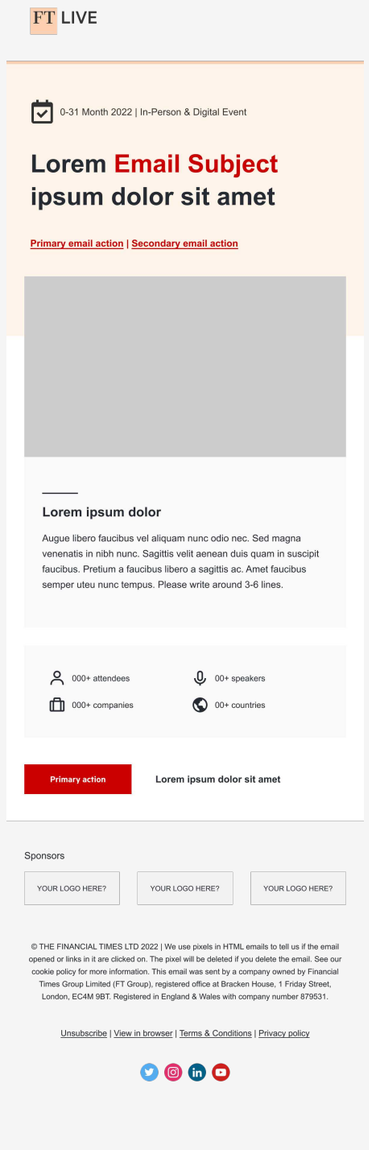
Research

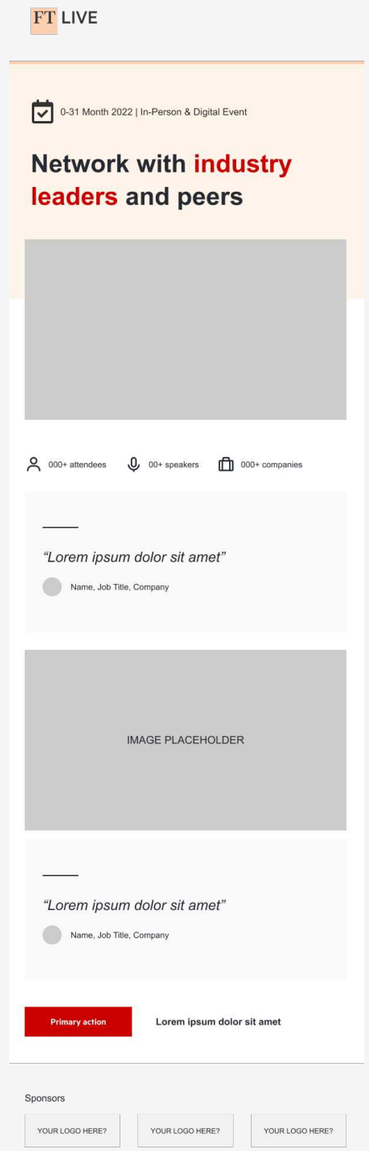
By analysing over 150+ marketing emails for patterns, I learnt that the most successful companies used the same UX best practises for web

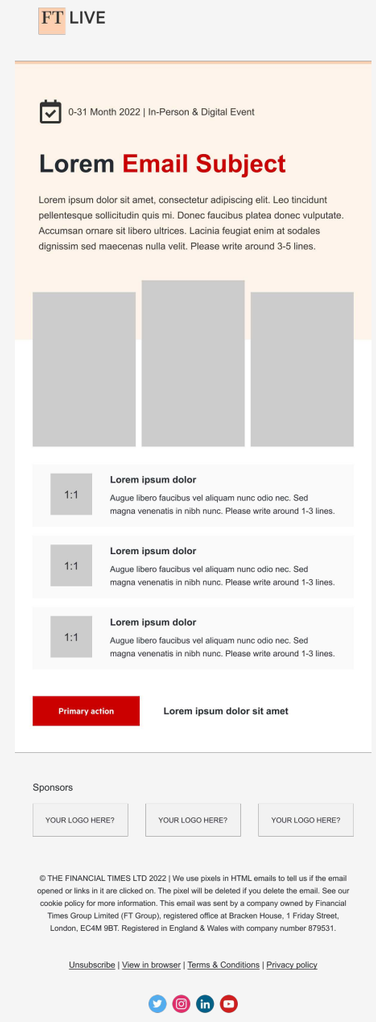
- focus on key selling points & being concise
- reducing cognitive load, and providing clarity

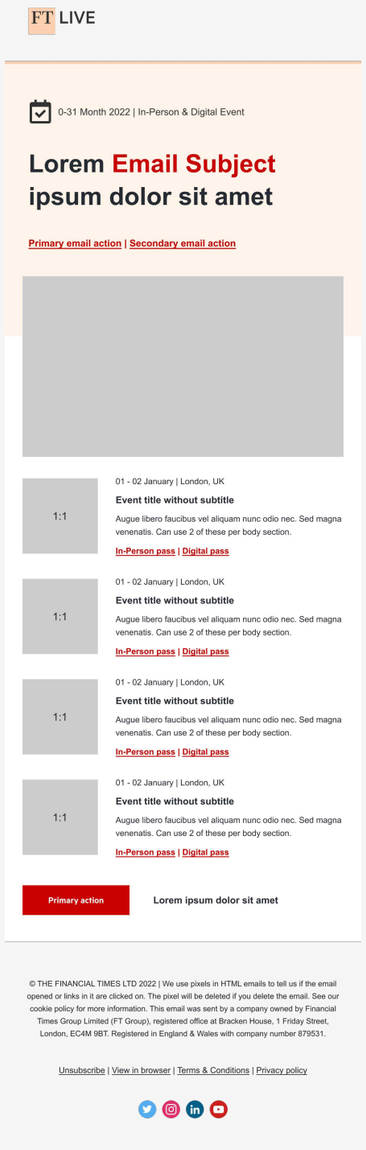








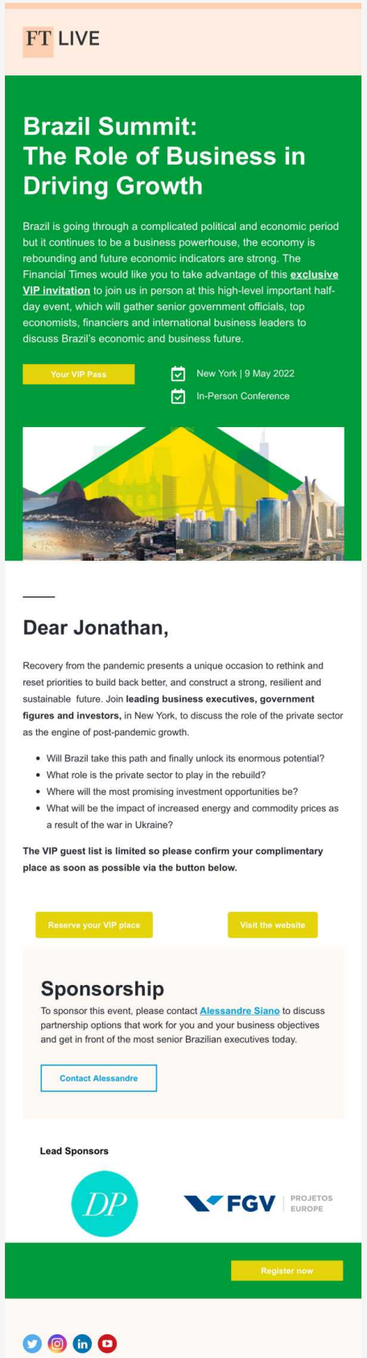


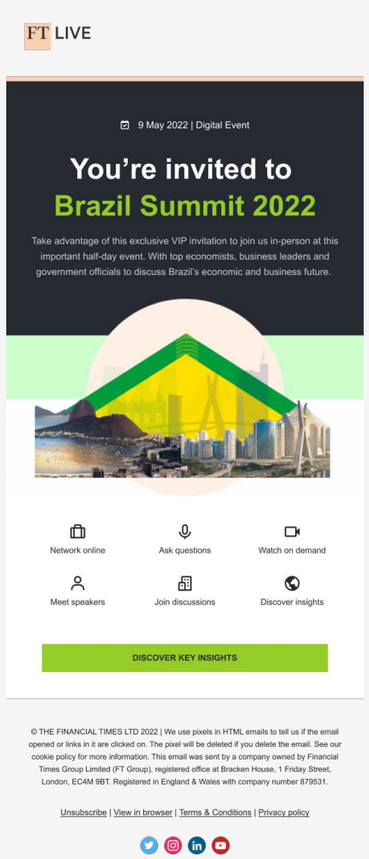


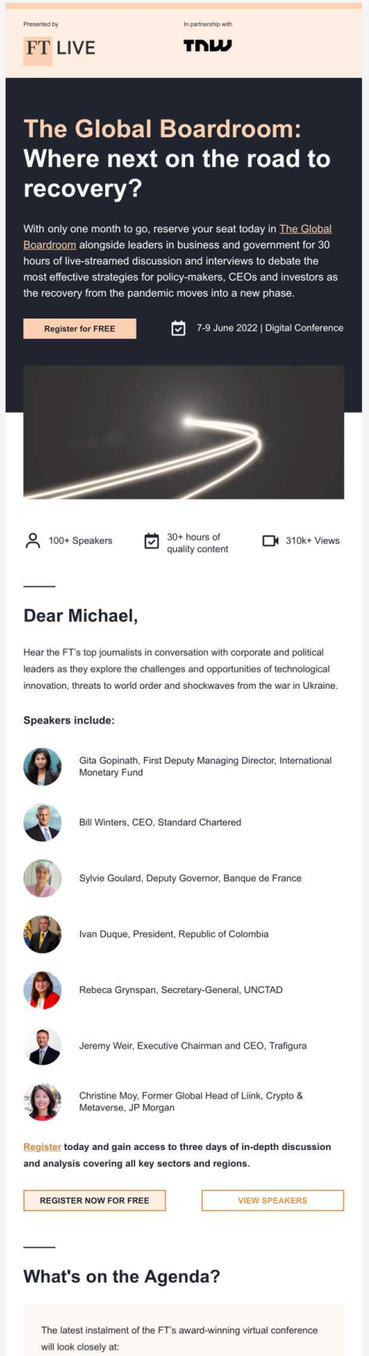
Strategy

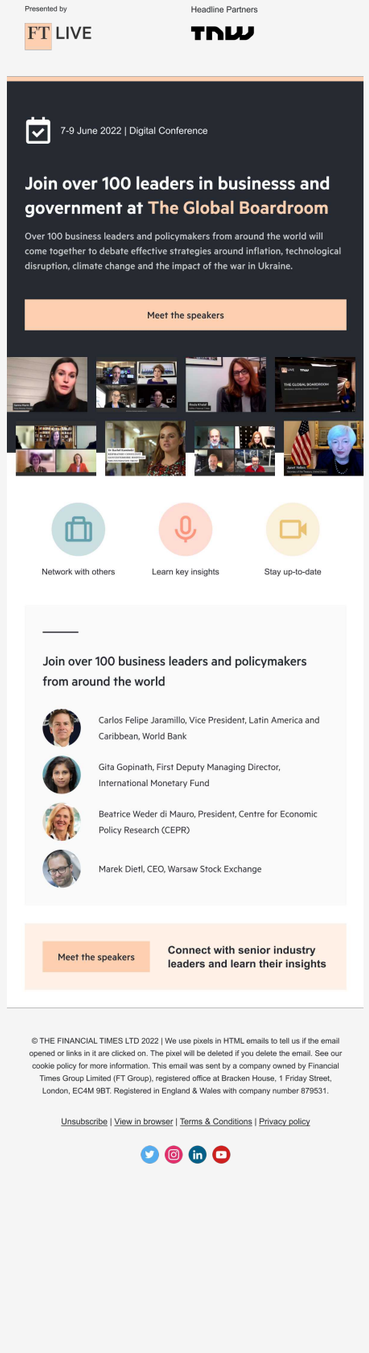
Through collaboration and user research, I then developed a library of templates & components that were faster, and included UX insights

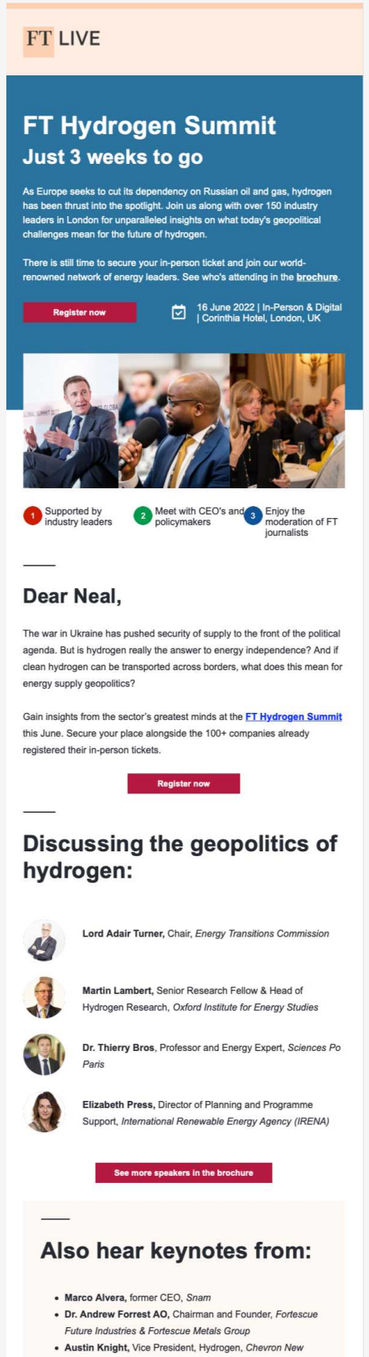
- planned and tested with lo-fi & hi-fi mockups
- developed library to be intuitive and flexible
- built to the needs of marketers and users

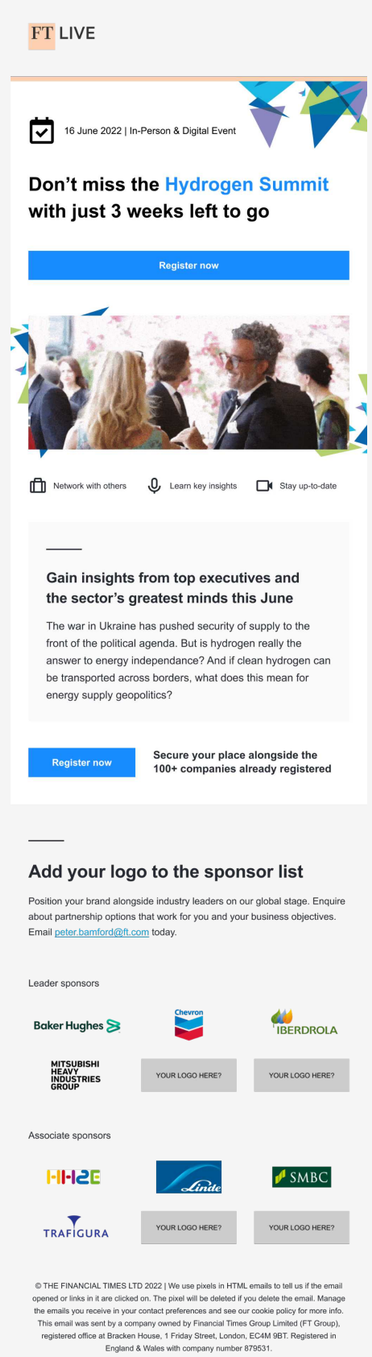












Designs

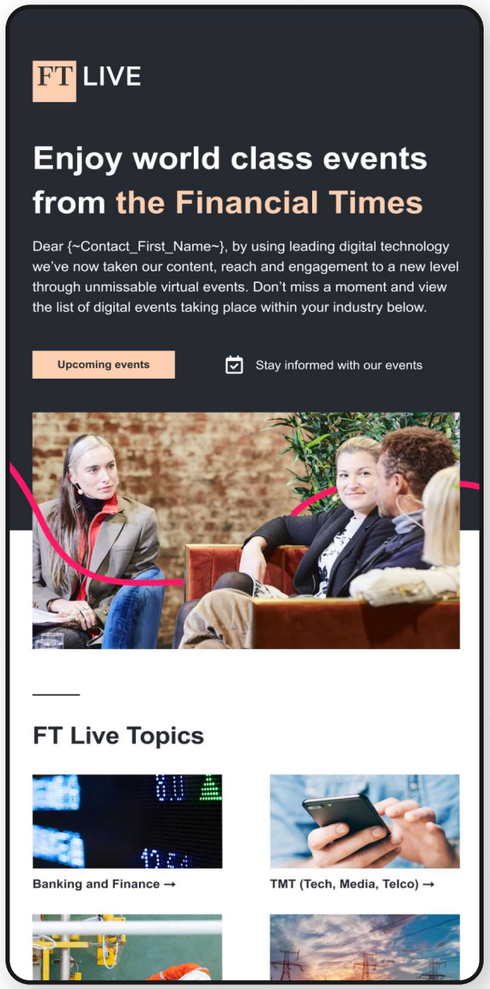
I then developed systems for AB testing, to iterate and validate decision decisions. Leading to further improvements overtime

- created spreadsheet to track emails & testing
- tested variations of layouts, CTAs, imagery
- reported findings & updated templates

Outcome

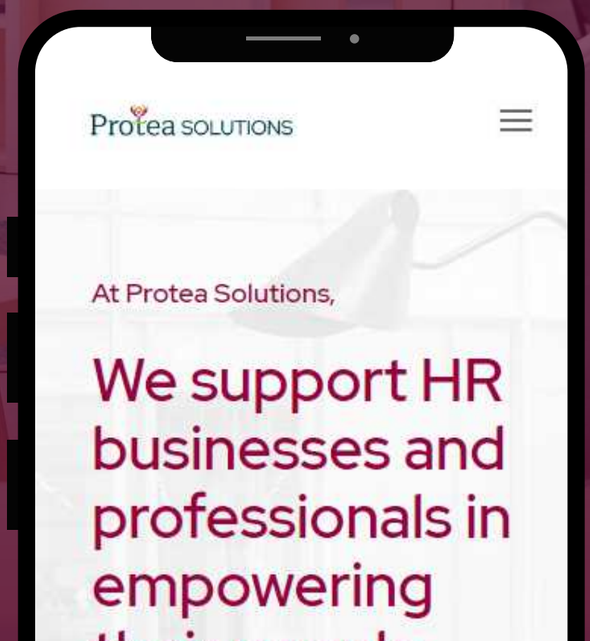
Redesigning emails for FT Live through UX practises & insights

- Influenced marketing strategy to a UCD based approach
- Created the templates for 22,500,000+ emails now delivered
- Increased CTOR from 7.5% to 19.8% via AB testing & iterating



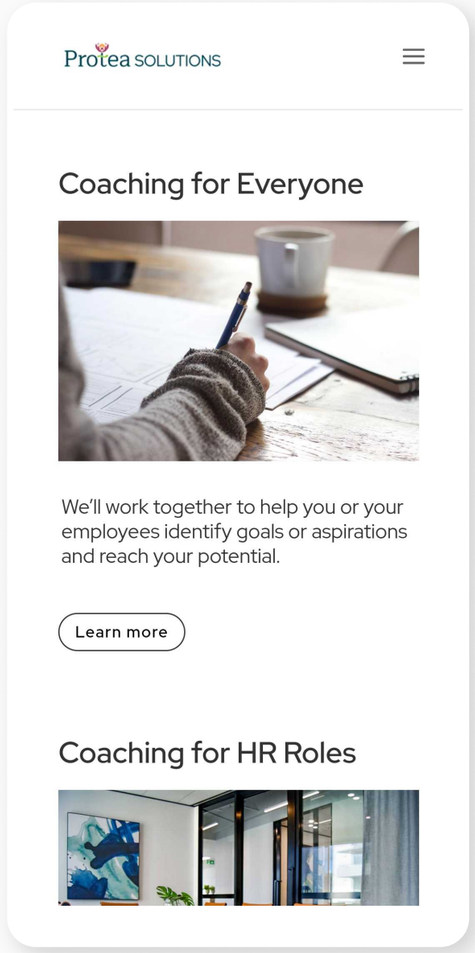
Protea SOLUTIONS

A new modern website to help a small HR business reach bigger audiences.

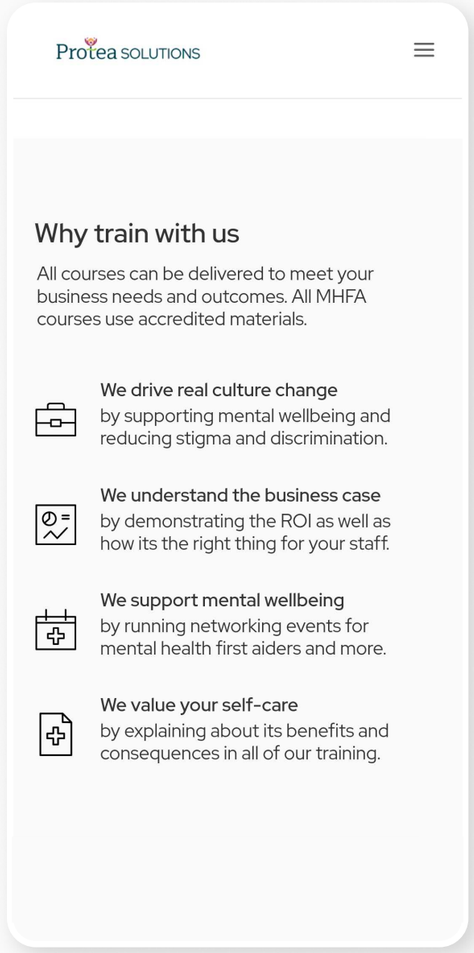




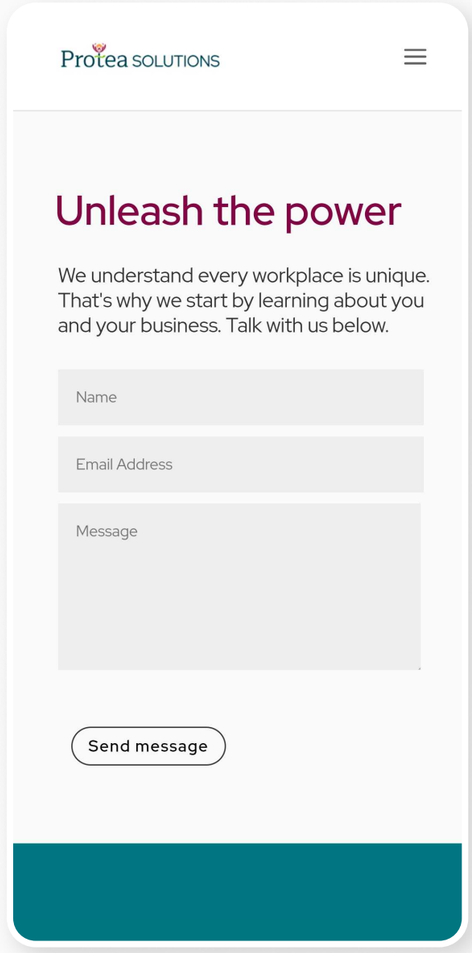
01 Bespoke Hero Sections



02 Responsive Designs



03 Unique Selling Points

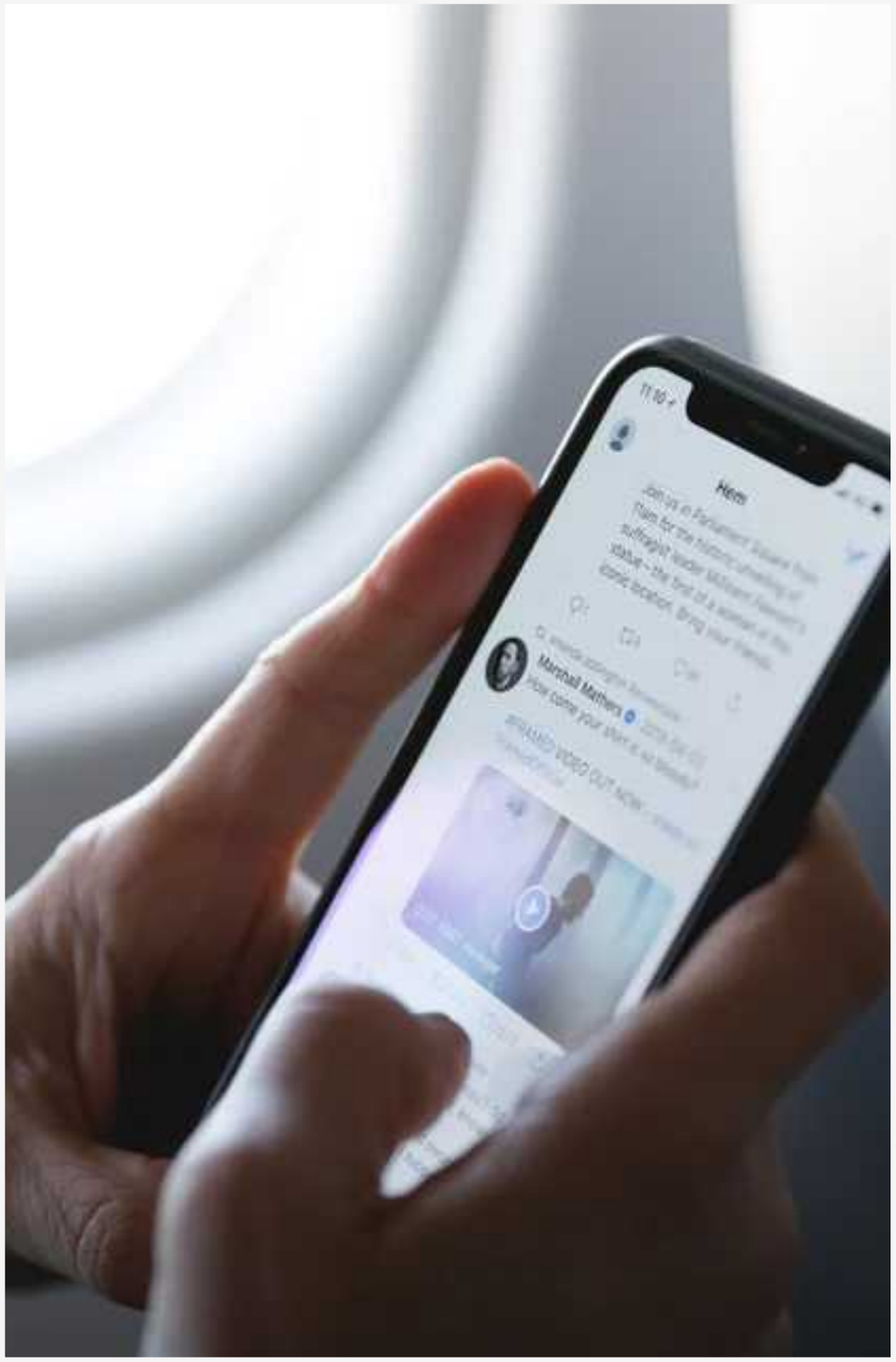


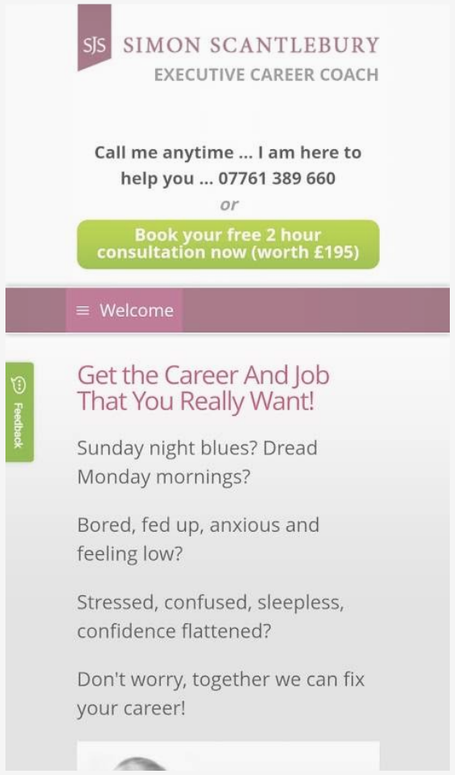
04 Optimised CTAs

Summary

Protea Solutions approached me to build them a website, aiming to expand their business and reach potential customers online

- Marion wanted to increase course signups
- audience of HR professionals and teams
- opportunitity to learn & test new skills

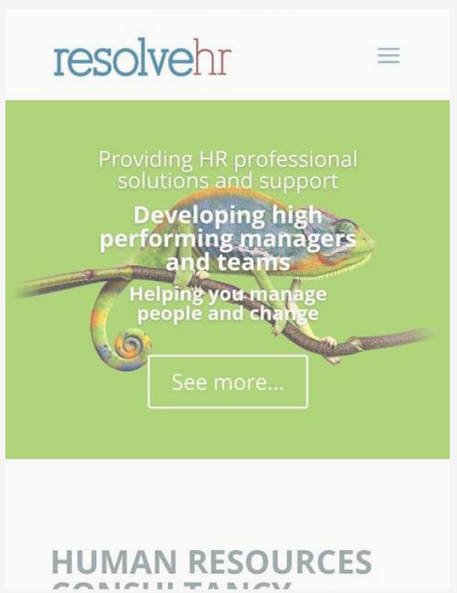










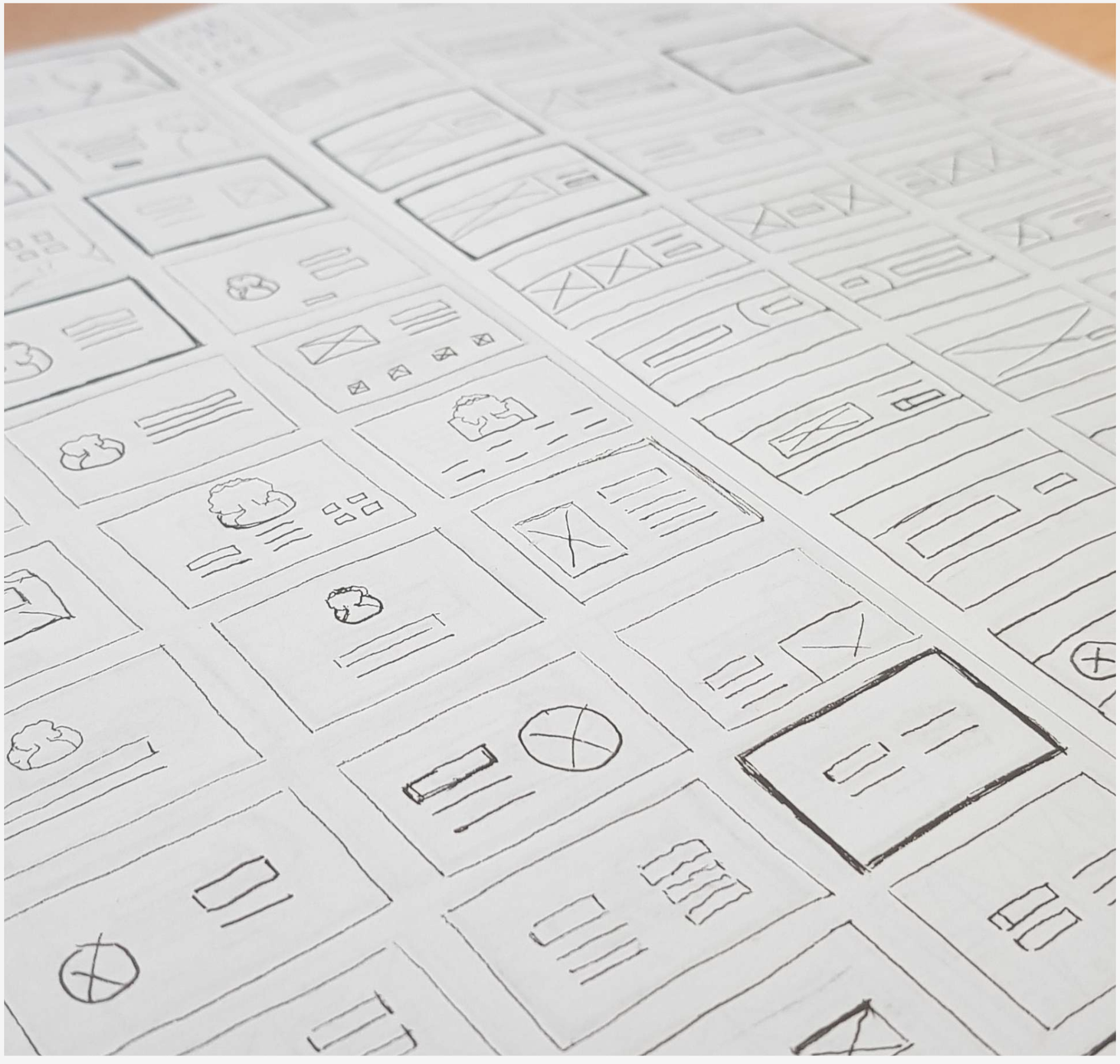


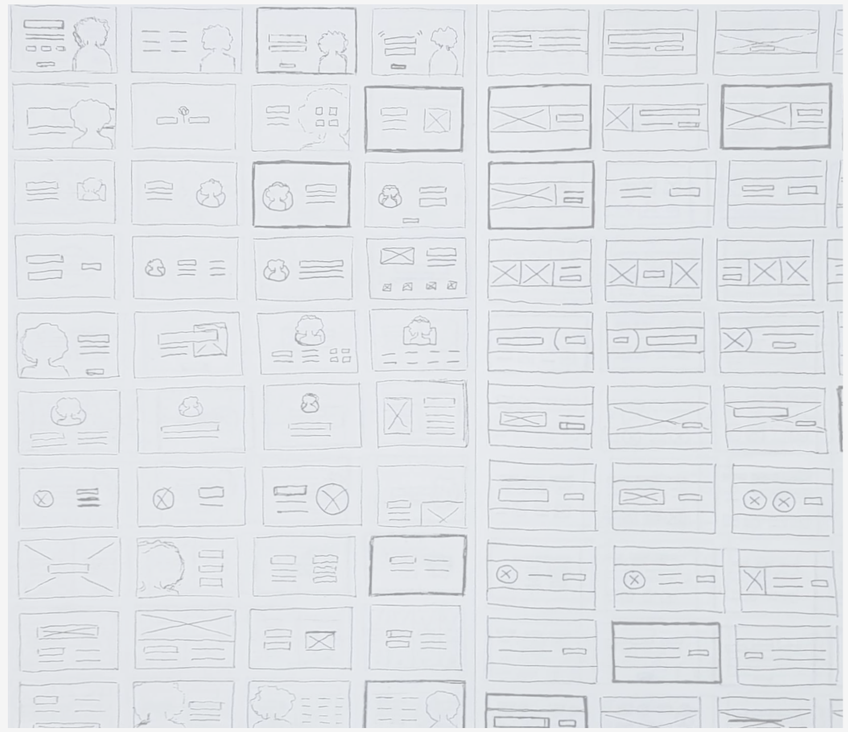


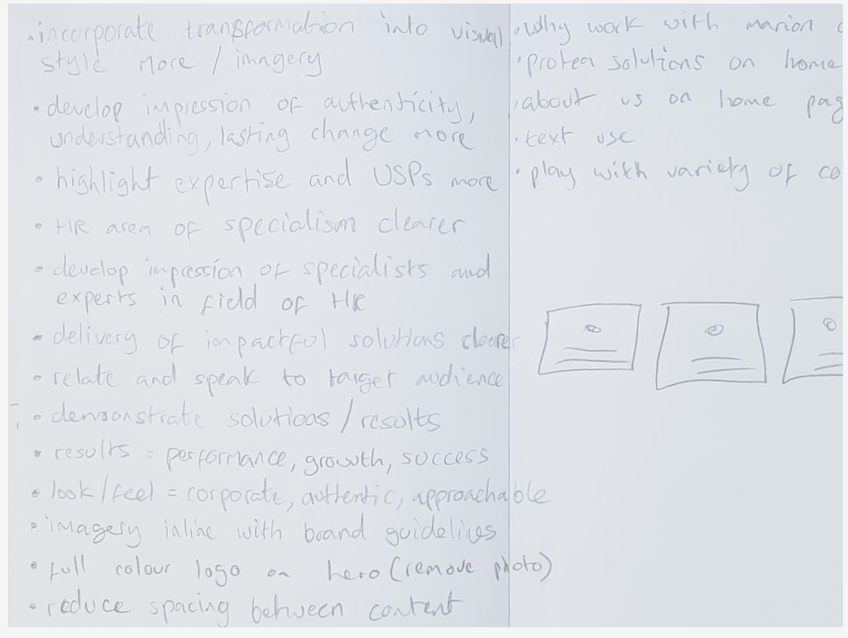
Research

I learnt that the competition were overlooking the new browsing habits and expectations of today's users, and its target audience

- over 50% of users now browse on mobile
- competition unoptimised for all devices
- overlooking the needs of their audience



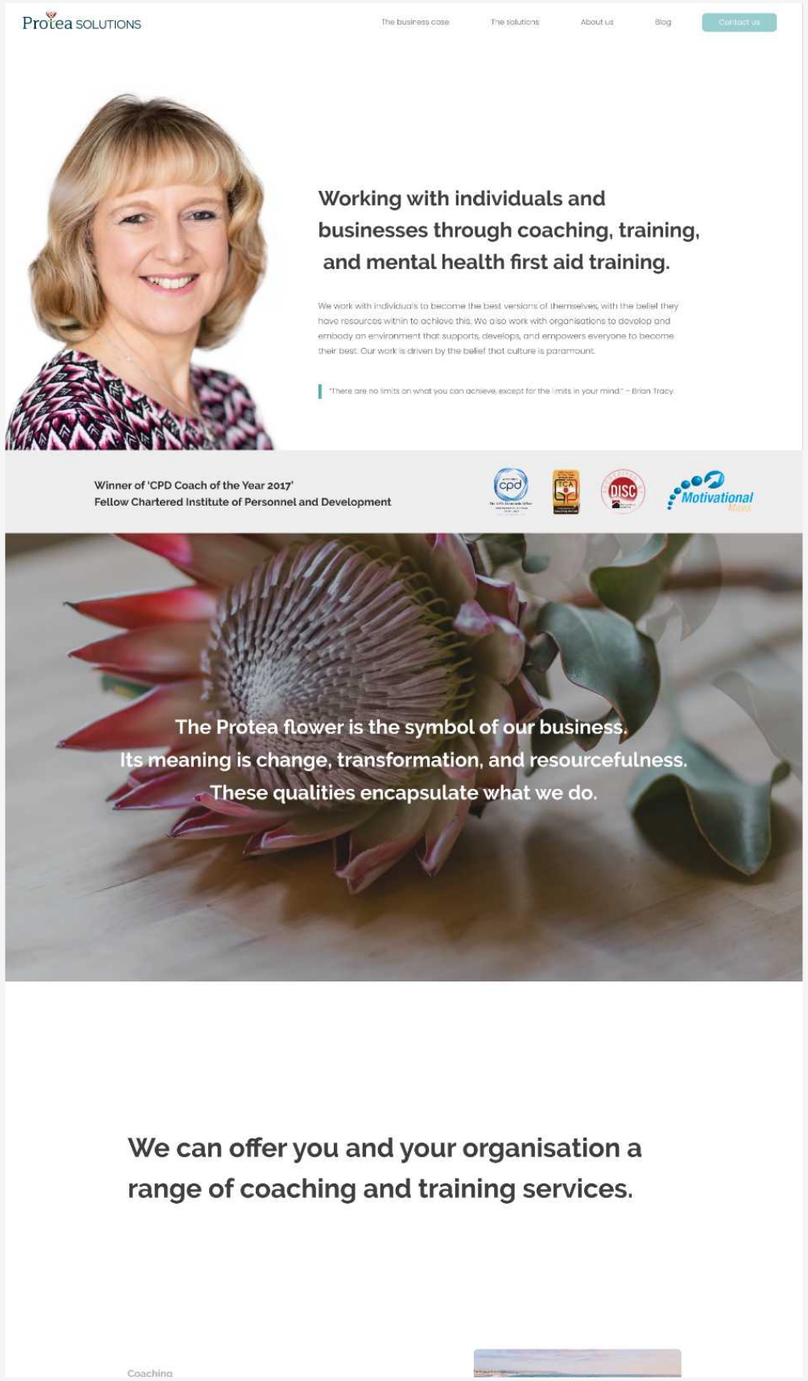


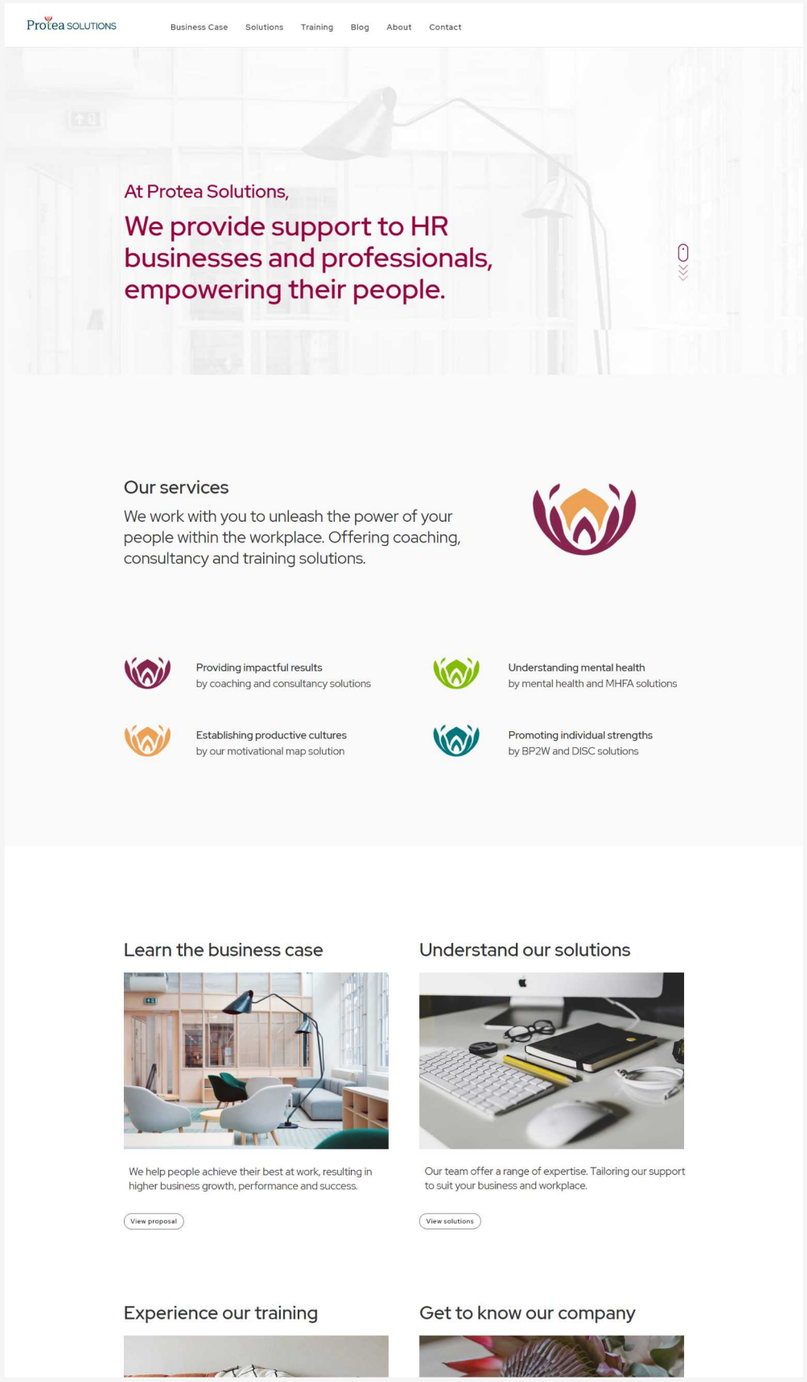


Strategy

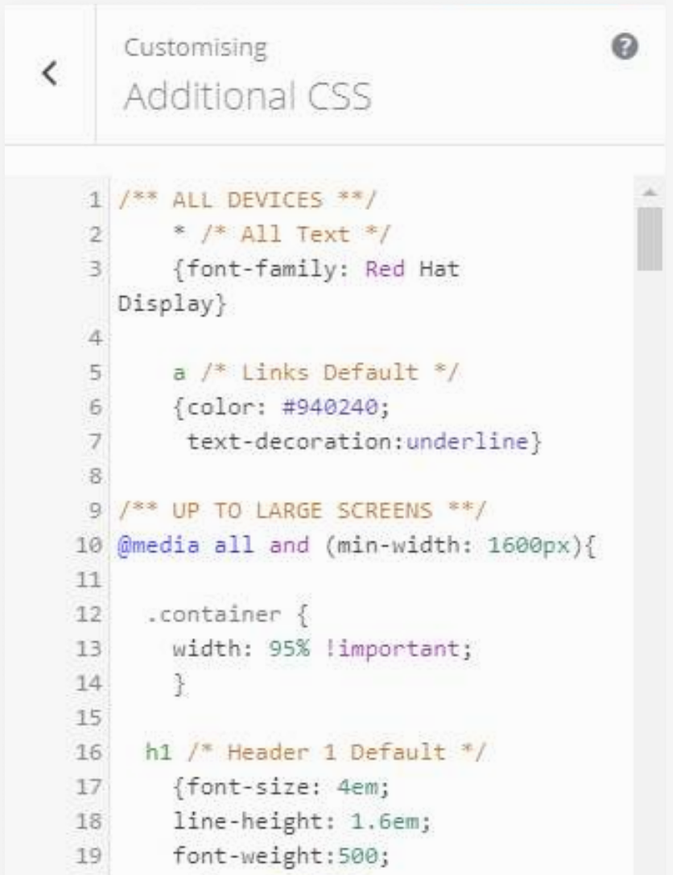
Opportunities were then explored during client meetings from discussing the competitive analysis and their audience

- prioritised hero sections, unique selling points
- sketched information architecture & CTAs
- focused on hierarchy and digestible content









Designs

Designs were explored using wireframes and lo-fi & hi-fi prototypes, with Hotjar and Google Analytics to inform and test our decisions

- Heatmaps for scroll indicator & picture links
- Recordings for navigation, hierarchy & type
- HTML/CSS skills now helpful for hand-off

Outcome

A modern website to help a small client grow their business

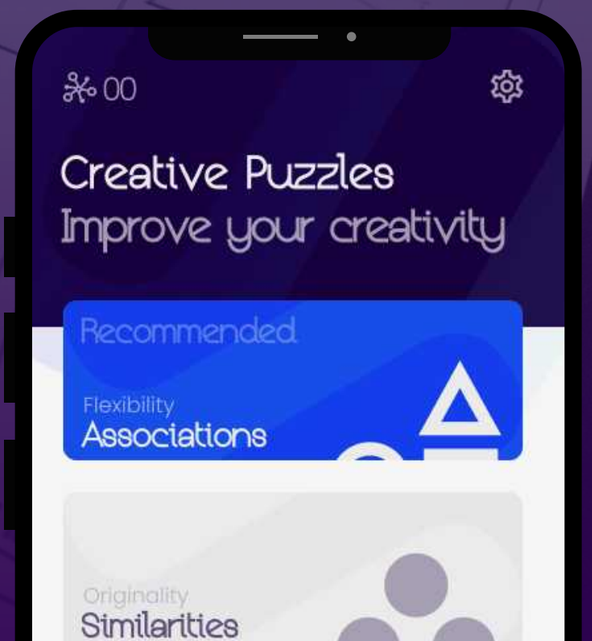
- Learnt HTML / CSS to build a fully responsive website
- Developed from scratch, tailored to the client's requests
- Continues to receive high praise from audience

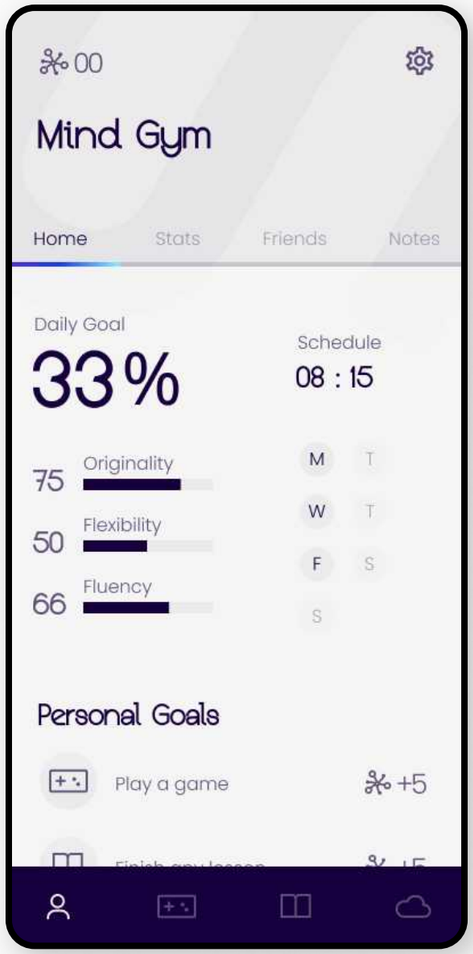




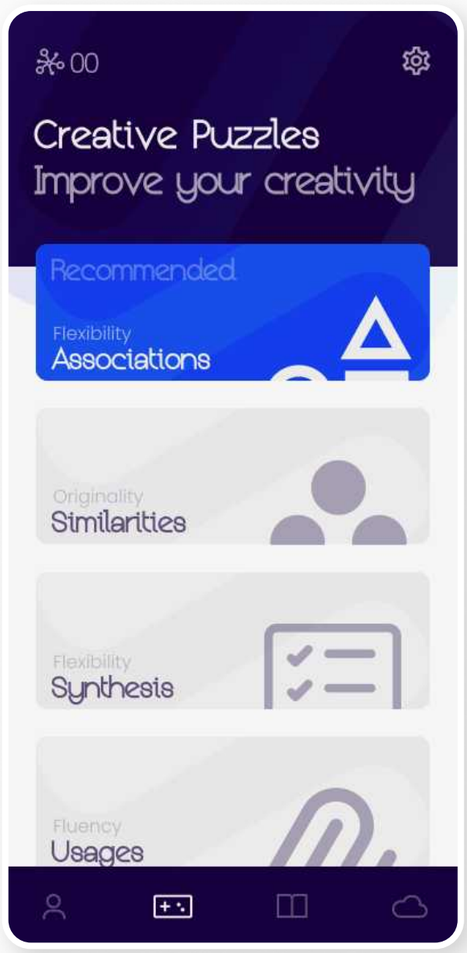
unmind

An app to help creatives excel, through gamifying scientific insights and research.

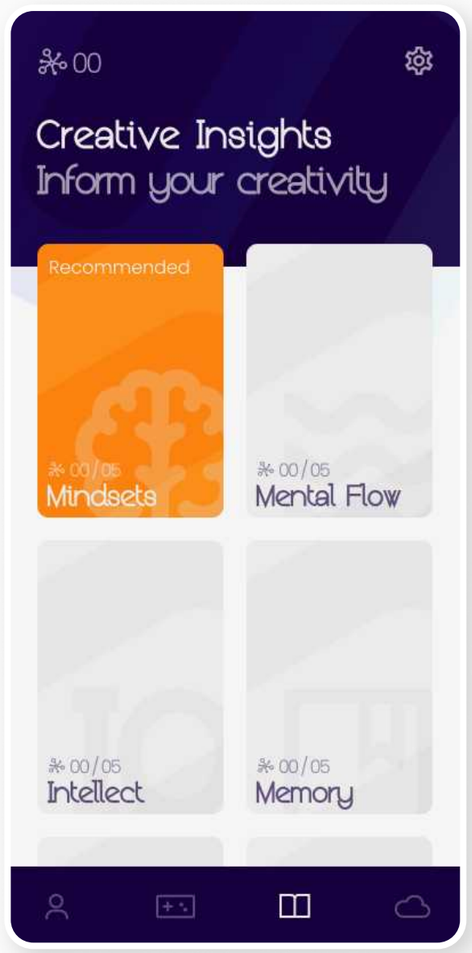




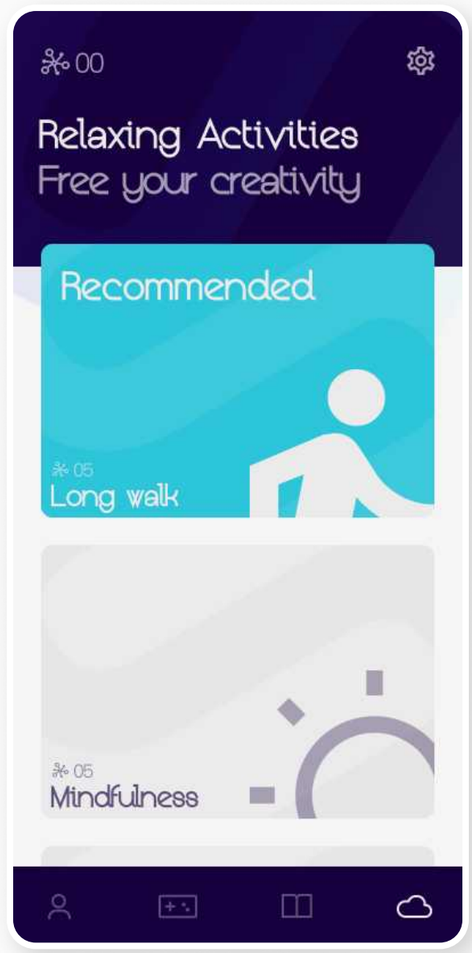
01 Set Meaningful Goals



02 Train Your Creativity



03 Learn Creative Insights



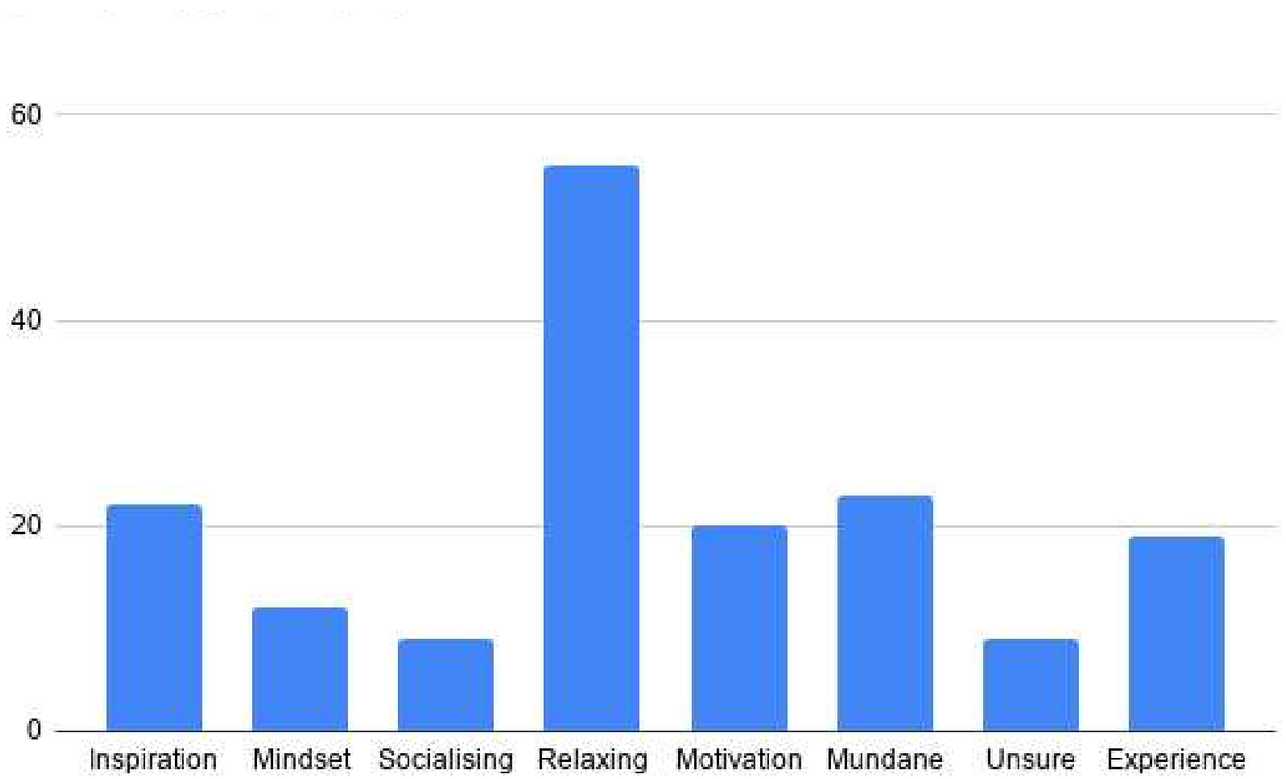
04 Clear Your Thoughts

Summary

This project was designed to help creatives address the biggest and most common issues experienced with creative block.

- informed by psychology and neuroscience
- addresses motivation, wellbeing, distractions
- creative improvements in under two weeks

Survey Results on Creative Block Solutions





Stimulating the Creative Brain | Morten Friis-Olivarius | TEDxOslo

12,046 views

158 12 Share Save Report

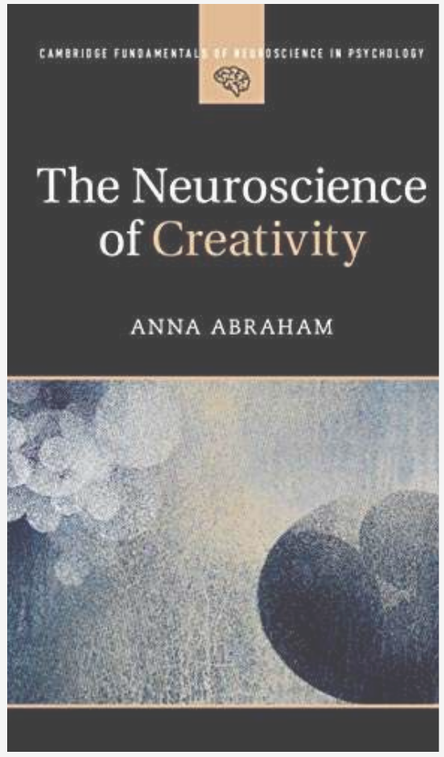
TEDx Talks
26.4M subscribers
SUBSCRIBE

Published on Jun 20, 2018
Morten is internationally known for his research on creativity and is particularly acknowledged for having shown that pre-conscious memory formation is a crucial factor in creativity and one of the most important aspects for successful creativity training. Besides his academic research Morten develops methods to apply neuroscience research to creativity training. Morten works with applying his research findings to

7 Types of Creative Block (and What to Do About Them)

Creative block is your worst enemy, and it can come from almost anywhere. We look at how to treat the problem areas, and get your ideas moving.

By Mark McGuinness
Illustration by Giacomo Bagnara

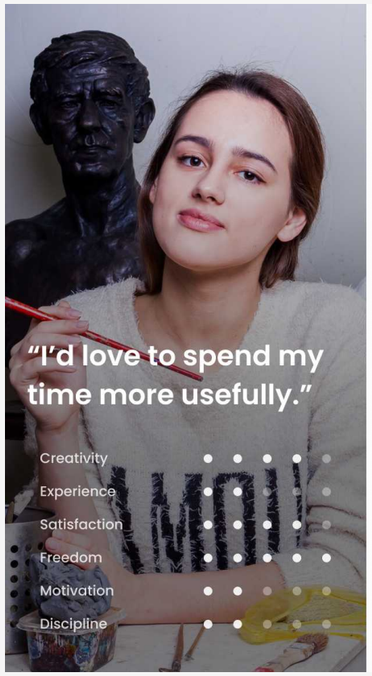




Research

I discovered consensus across historic, scientific and qualitative research that relaxation and novel connections were key solutions.

- testimonies and studies from 1940s to 2018
- survey from different creatives with 120 results
- artists, designers, writers and architects etc



User Persona - Motivation

Yasmin Cooke - Procrastinator

16 year old Hobby Artist hoping to get into University

Yasmin is currently studying at college hoping to get the high grades she wants for University. She thinks her work could be more creative but is really struggling with the motivation to do her best. She now procrastinates more, but finds visual inspiration helpful, and is motivated to action when she sets meaningful goals for herself.

Discovered Problem
• lack of motivation

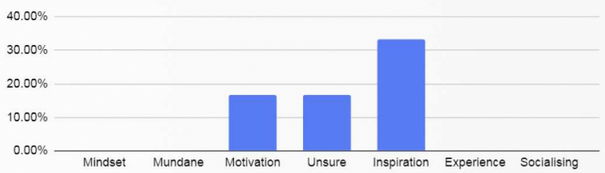
Cause of Problem
• high expectations

Impact of Problem
• procrastination

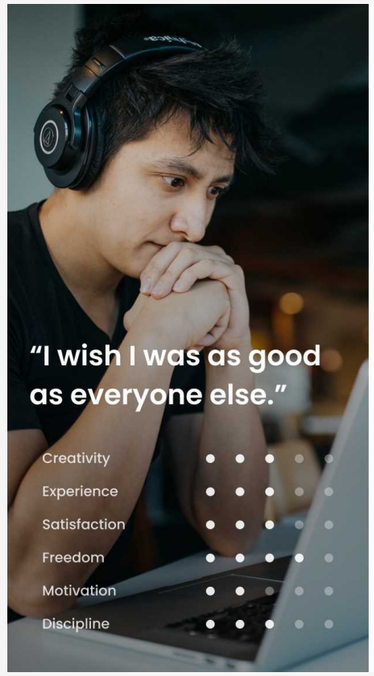
Potential Solution
• creative inspiration

Incentive to Act
• meaningful goals

Current Feeling
• disappointment



Potential Solutions data based on results of Under 18 year olds



User Persona - Motivation

Damian Woods - Creative Imposter

21 year old Student Designer trying to get through Uni

Damian's in his final year at University and usually works hard, but is now struggling to do so and not leave things til the last minute. He's always comparing his work to his peers and others online, now doubting his abilities. He's feeling disappointed in himself but finds relaxing helpful, as well as creating the things he likes.

Discovered Problem
• lack of motivation

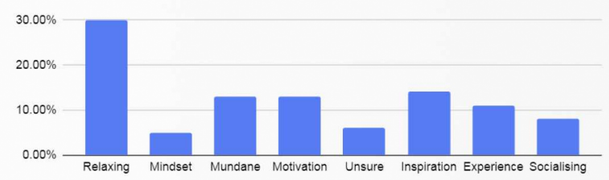
Cause of Problem
• perfectionism

Impact of Problem
• imposter syndrome

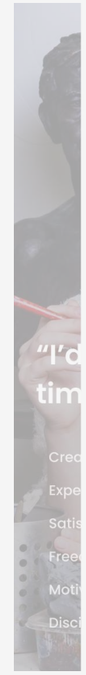
Potential Solution
• relaxing / downtime

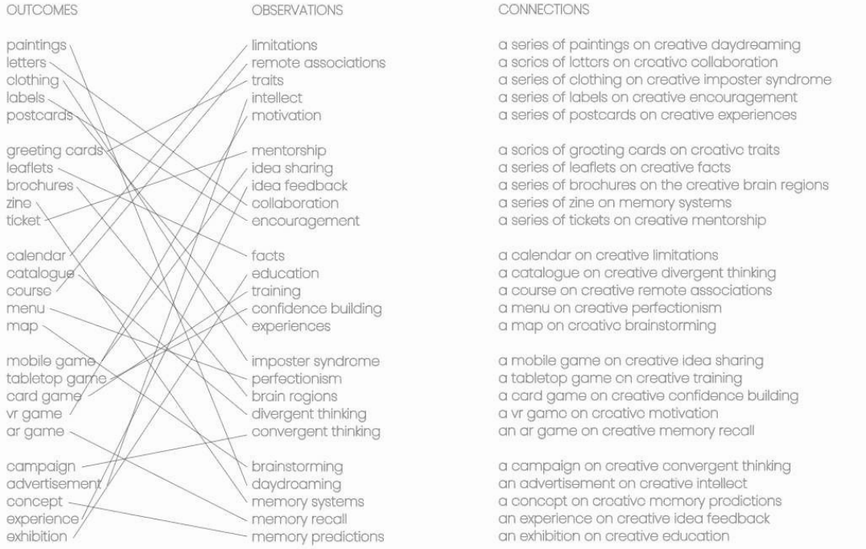
Incentive to Act
• creative freedom

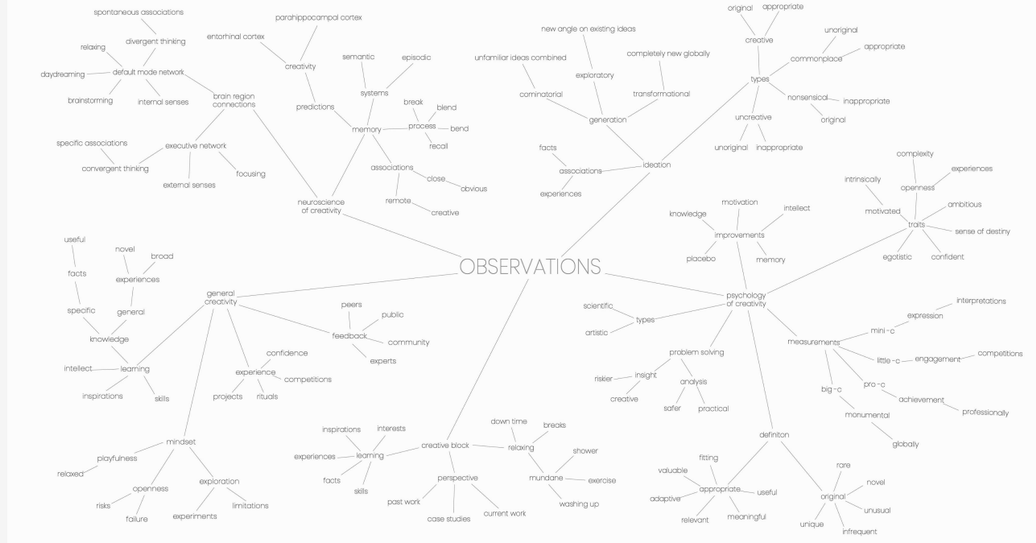
Current Feeling
• fear and anxiety



Potential Solutions data based on results of 18 to 24 year olds







Strategy

My research was then translated into visual forms to categorise the information, and tested through exploring idea generation.

- personas from qualitative & quantitative data
- tested ideas through criteria used in studies
- created 250+ initial ideas from experimenting



unmind

When minds relax, creativity roams free.

We're here to help creatives unlock their full creative potential through reminding them how to relax and free their thoughts. Whether they're struggling with issues of wellbeing, motivation or distractions - we'll provide the tools they need to overcome them. Allowing them to express their creativity, set meaningful goals, and ultimately develop more novel connections and ideas.

Aa Kerater Medium

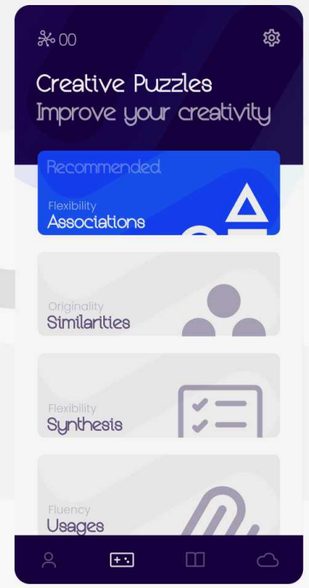
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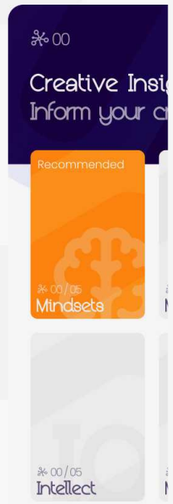
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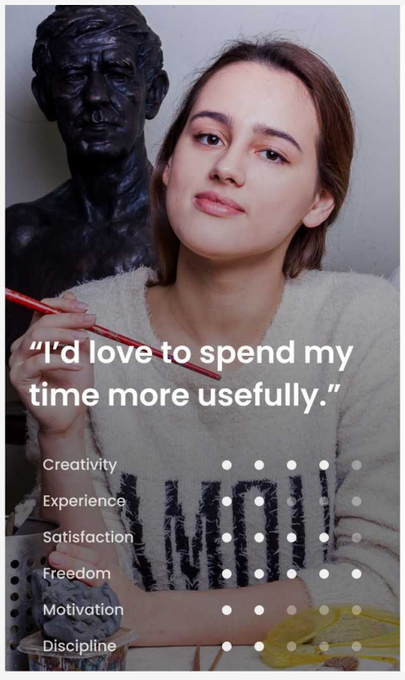
Aa Poppins Light

Aa Poppins Light

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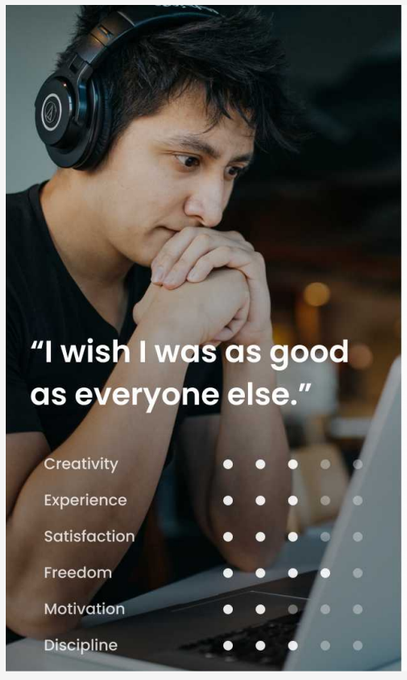


User Flow Wireframes - Motivation

Yasmin Cooke - Procrastinator

wants to set meaningful goals and feel inspired

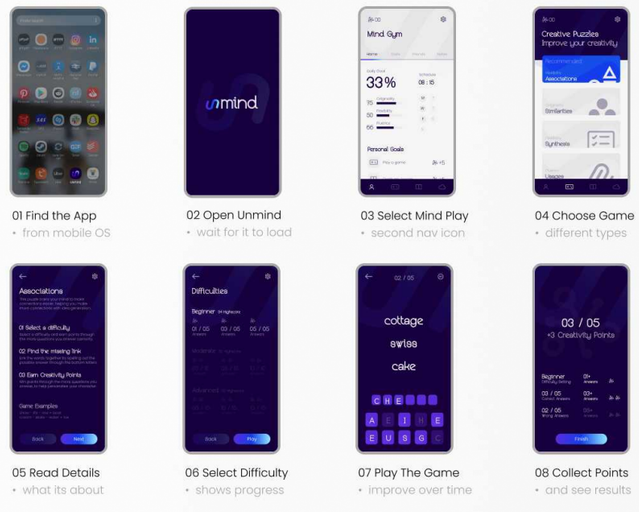




User Flow Prototype - Motivation

Damian Woods - Creative Imposter

wants to relax and explore creativity his way



Designs

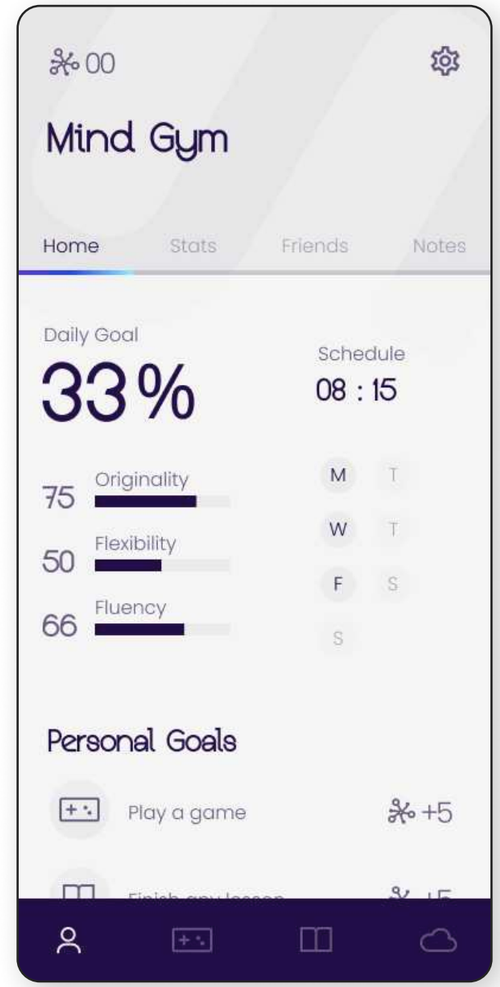
Once I had a final idea addressing the painpoints and solutions of my audience, I designed the brand and user flows to inform my work.

- branding symbolises the key insights
- user flows based off real audience goals
- informed necessary features and UX

Outcome

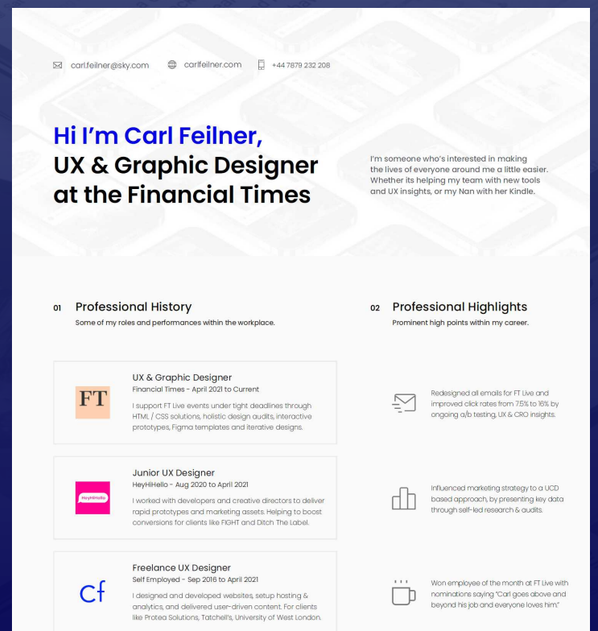
An app for creatives of all types to help free their creativity

- Informed by psychology and neuroscience
- Addresses motivation, wellbeing, distractions
- Creative improvements in under two weeks



carl feilner

Various projects I've worked on as a UX Designer and Freelancer.


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Hi I'm Carl Feilner,
UX & Graphic Designer at the Financial Times

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

01 **Professional History**
Some of my roles and performances within the workplace.

UX & Graphic Designer
Financial Times - April 2021 to Current
I support FT Live events under tight deadlines through HTML / CSS solutions, holistic design audits, interactive prototypes, Figma templates and iterative designs.

Junior UX Designer
HeyWHello - Aug 2020 to April 2021
I worked with developers and creative directors to deliver rapid prototypes and marketing assets. Helping to boost conversions for clients like FIGHT and Ditch The Label.

Freelance UX Designer
Self Employed - Sep 2016 to April 2021
I designed and developed websites, setup hosting & analytics, and delivered user-driven content. For clients like Protea Solutions, Tatchells, University of West London.

02 **Professional Highlights**
Prominent high points within my career.

Redesigned all emails for FT Live and improved click rates from 7.5% to 10% by ongoing a/b testing, UX & CRO insights.

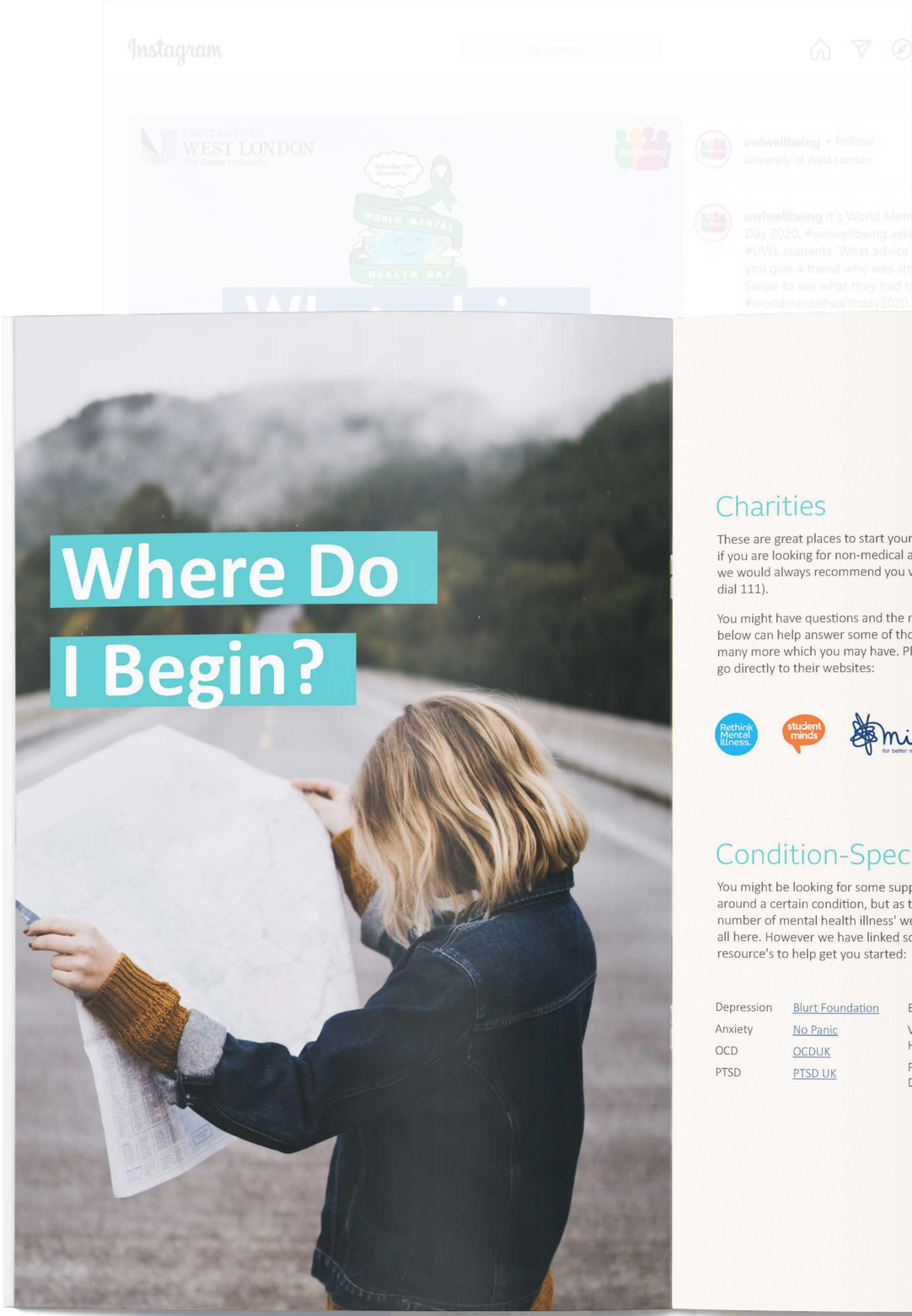
Influenced marketing strategy to a UCD based approach, by presenting key data through self-led research & audits.

Won employee of the month at FT Live with nominations saying "Carl goes above and beyond his job and everyone loves him."

Freelance Project

An interactive leaflet to help the wellbeing of UWL's students

- Collaborated with University of West London
- Leaflet was published on website and social media
- Helped deliver additional content for instagram



Personal Project

A new app for skill sharing to help men with loneliness

- Approachable service without stigma
- Healthier coping habits through hobbies
- Income and networking opportunities



Freelance Project

A range of digital assets for the launch of a vitamins brand

- Helped the design and launch of 6+ vitamin labels
- Assisted with Amazon images and FIGHT webpages
- Delivered successful Google and Amazon adverts



To work together or learn more, contact me below now.

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