
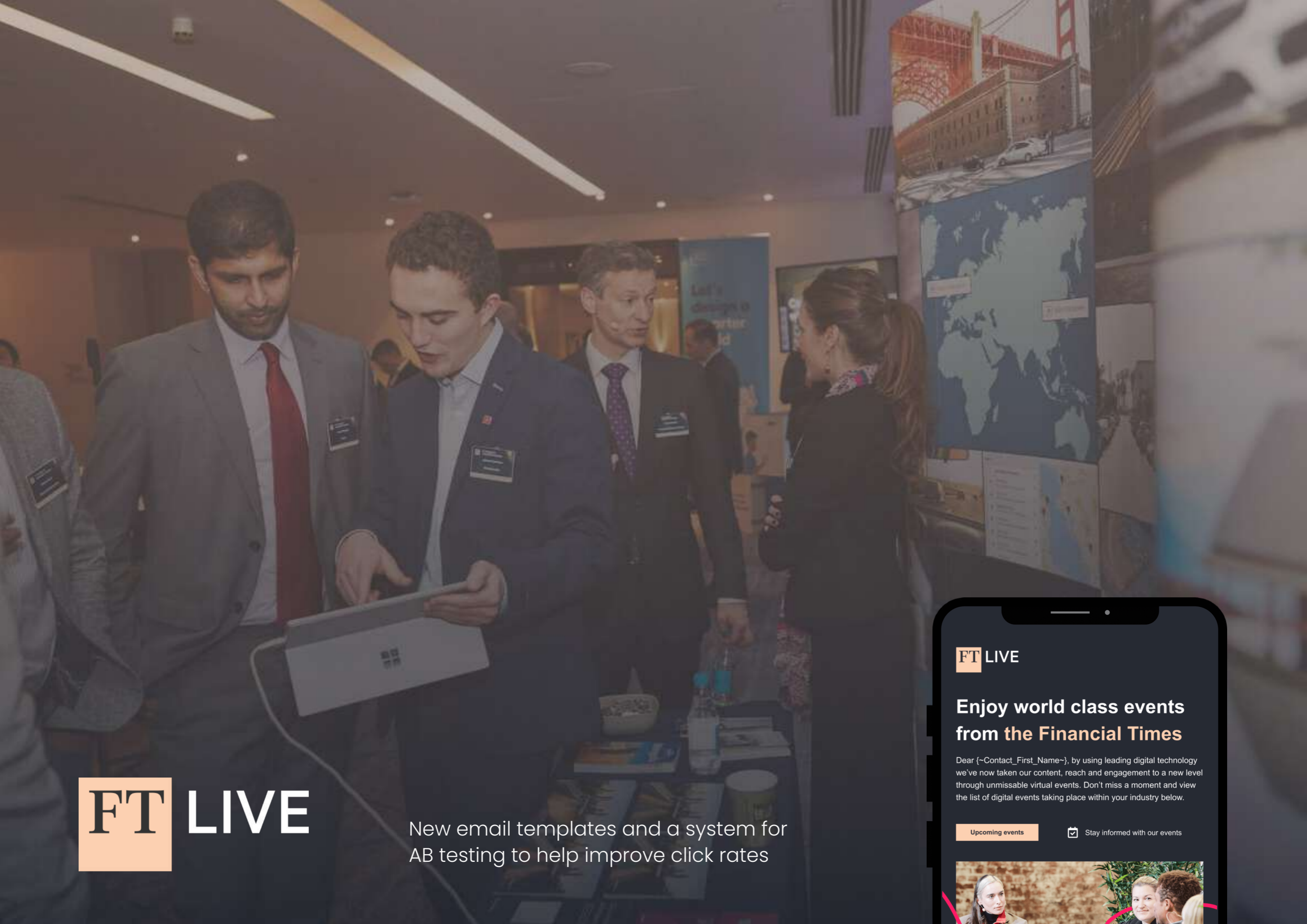


Carl Feilner

 07879 232 208

 carlfeilner.com



FT LIVE

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

FT LIVE

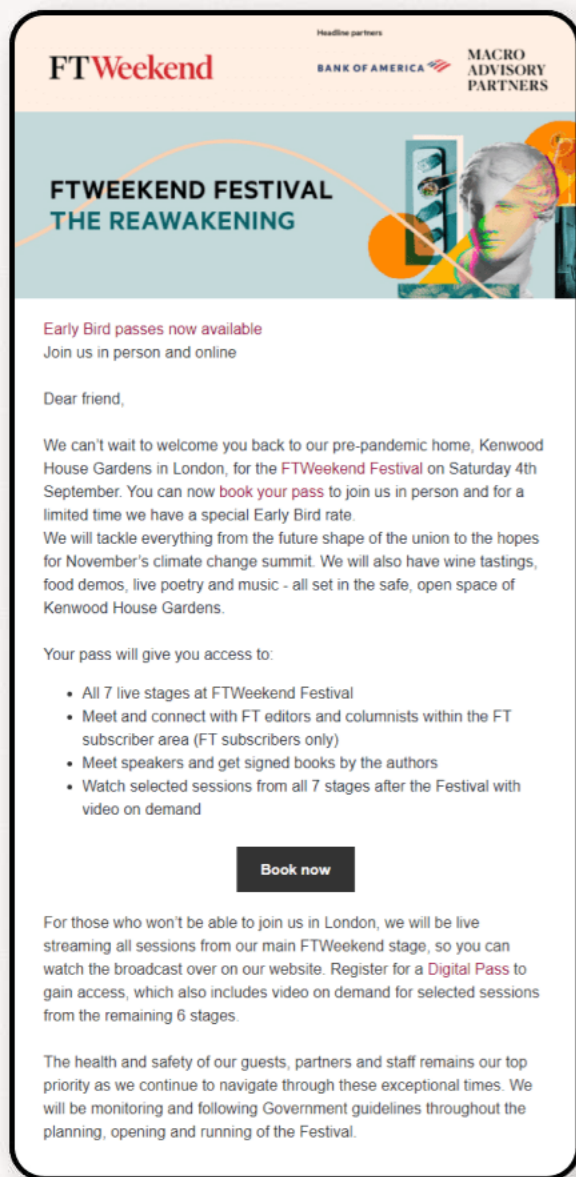
Enjoy world class events from the Financial Times

Dear {~Contact_First_Name~}, by using leading digital technology we've now taken our content, reach and engagement to a new level through unmissable virtual events. Don't miss a moment and view the list of digital events taking place within your industry below.

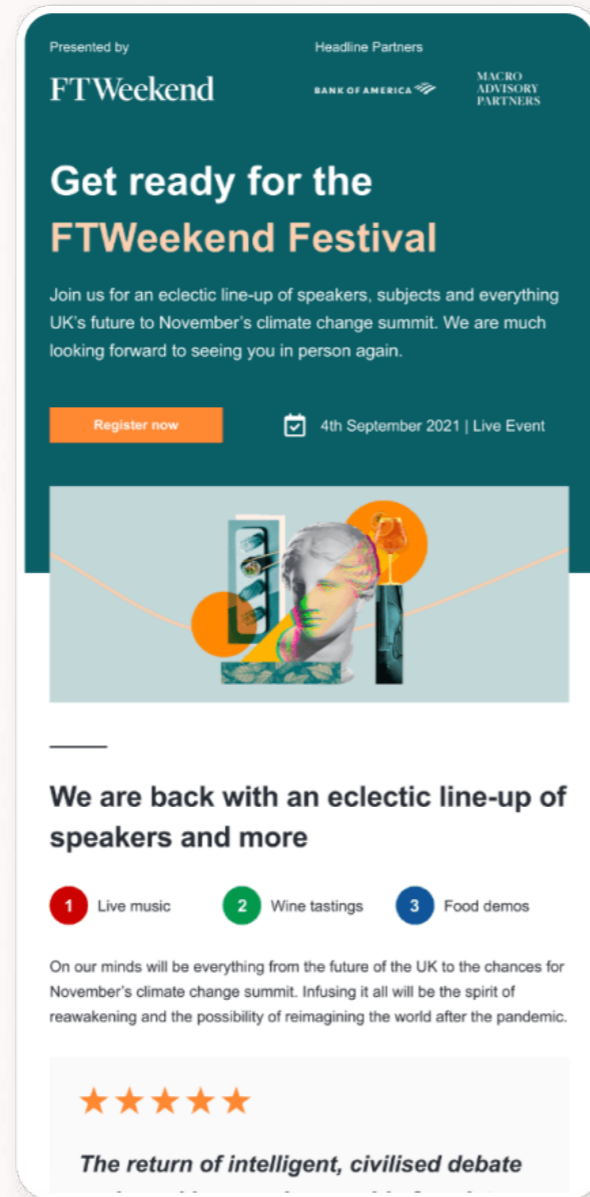
Upcoming events

Stay informed with our events

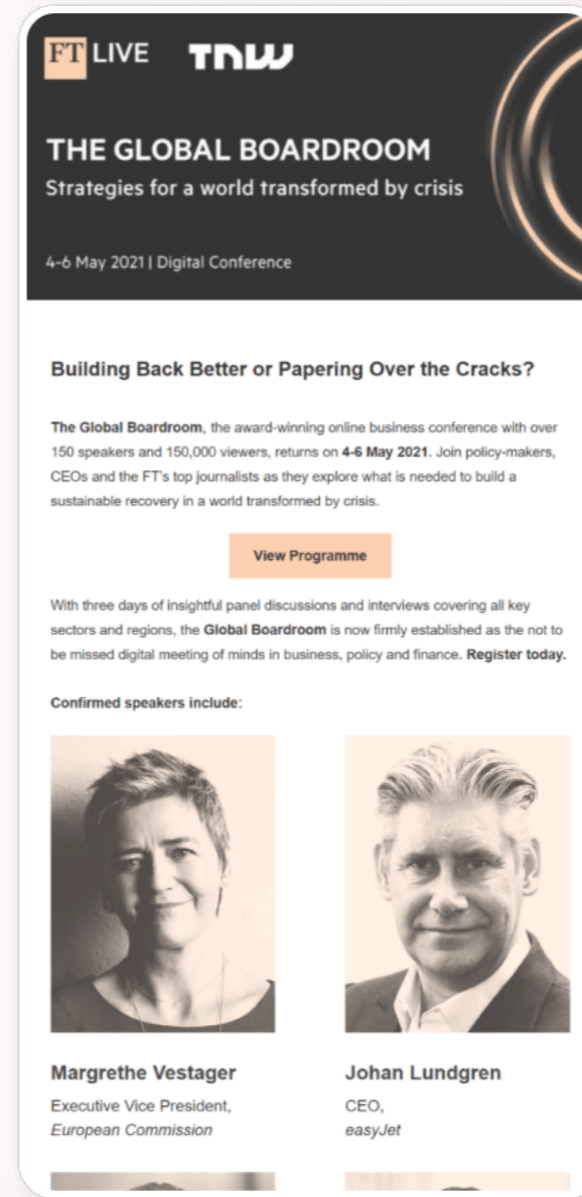




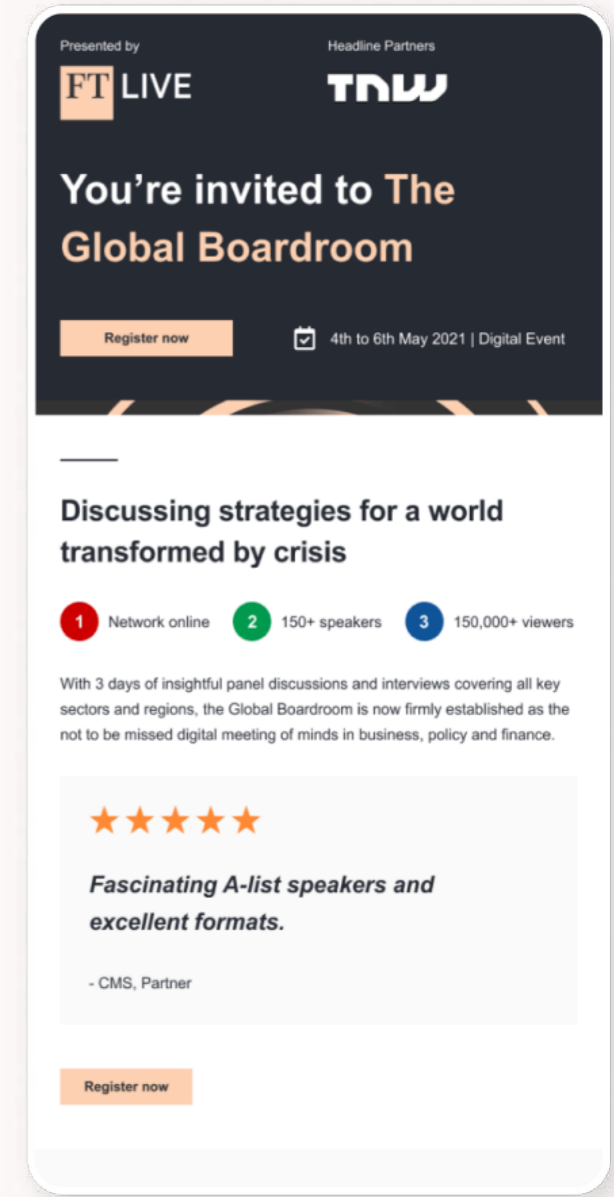
01 Previous design



02 New template



03 Previous design



04 New template

Summary

Due to high workload, marketing emails often repeated text from the event websites, resulting in long emails and less consideration of UX

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

Adobe Creative Cloud

Express yourself in the language of color.

Learn how blue can soothe and why purple is regal. Explore the meaning behind every hue, and make your own colorful statements with the Adobe Creative Cloud All Apps plan.

Learn more

LOG IN

3.7

Was Avocode too slow for you? Try it now.

The 3.7 update comes with a new progressive rendering architecture, effectively decreasing the design opening time.

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One Week Left to Save 40%

With Premium Membership, you can lock-in unlimited access to classes, workshops, and tools to see where your creativity takes you in 2020. Our best offer of the year goes away at the end of January. Start your Annual Premium Membership today and save 40% with coupon code:

Creative2020

Why Members Love Premium

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FREEHAND

A new way to collaborate, from InVision LABS

FREE-FOR-ALL

Share a direct URL link to point your colleagues to a specific object on a board.

Quickly add stickers by copying and pasting cells from any spreadsheet, or use the bulk add mode.

Master the Frames tool to turn any board into a presentation.

Use Search to look for text anywhere on a board — even in comments and tags.

Get familiar with shortcuts and hotkeys to speed things up and become a true Miro pro.

Finalize campaign brief	2	2	5	Oct 16 - Nov 4	High
Kickoff meeting				Nov 10	Medium
Creative brainstorm				Nov 17	Medium
Content development					
Develop messaging framework				Nov 10 - 16	High
Create campaign marketing materials				Nov 18 - Dec 1	High
New asset designs				Nov 24 - Dec 4	High

Who does what, by when
With Asana, your team has one shared space for all your work.

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EXPLORE ALL NEW FEATURES

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anyone on your team.

When you need to bring your team together to collaborate on a project, turn to Freehand, now part of the core InVision platform, and transform the way you work—together.

Use it for:

Brainstorming

Ideation

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Design validation

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And much more!

Research

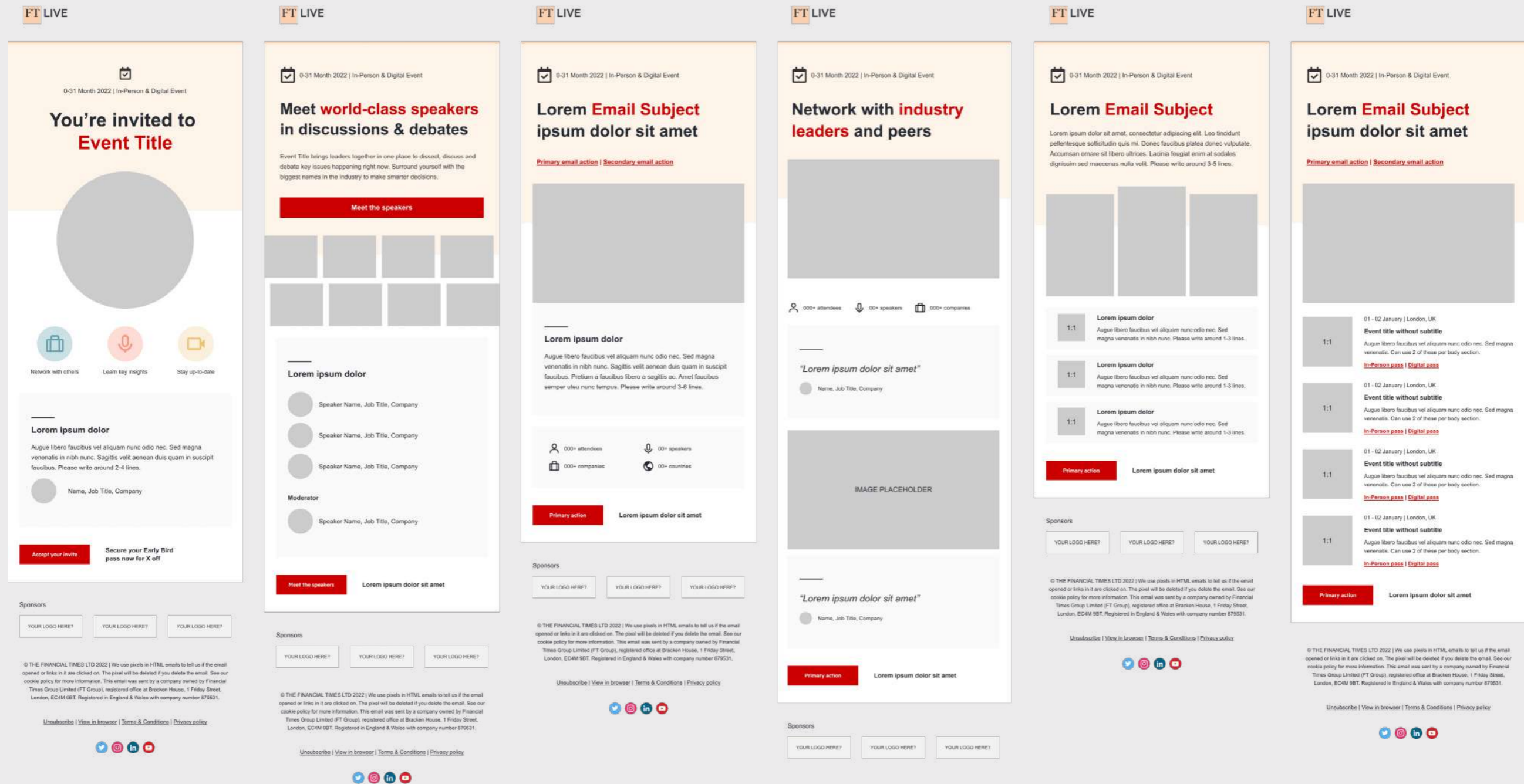
By analysing over 150+ marketing emails for patterns, I learnt that the most successful companies used the same UX best practises for web

- 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



FT LIVE

Brazil Summit: The Role of Business in Driving Growth

Brazil is going through a complicated political and economic period but it continues to be a business powerhouse, the economy is rebounding and future economic indicators are strong. The Financial Times would like you to take advantage of this **exclusive VIP invitation** to join us in person at this high-level important half-day event, which will gather senior government officials, top economists, financiers and international business leaders to discuss Brazil's economic and business future.

Join VIP Pass **New York | 9 May 2022**
In-Person Conference

Dear Jonathan,

Recovery from the pandemic presents a unique occasion to rethink and reset priorities to build back better, and construct a strong, resilient and sustainable future. Join **leading business executives, government figures and investors**, in New York, to discuss the role of the private sector as the engine of post-pandemic growth.

- Will Brazil take this path and finally unlock its enormous potential?
- What role is the private sector to play in the rebuild?
- Where will the most promising investment opportunities be?
- What will be the impact of increased energy and commodity prices as a result of the war in Ukraine?

The VIP guest list is limited so please confirm your complimentary place as soon as possible via the button below.

Reserve your VIP place **Visit the website**

Sponsorship

To sponsor this event, please contact **Alessandra Siano** to discuss partnership options that work for you and your business objectives and get in front of the most senior Brazilian executives today.

Contact Alessandra

Lead Sponsors

Register now

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FT LIVE

9 May 2022 | Digital Event

You're invited to Brazil Summit 2022

Take advantage of this exclusive VIP invitation to join us in-person at this important half-day event. With top economists, business leaders and government officials to discuss Brazil's economic and business future.

Network online **Ask questions** **Watch on demand**
Meet speakers **Join discussions** **Discover insights**

DISCOVER KEY INSIGHTS

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Presented by **FT LIVE** In partnership with **TNW**

The Global Boardroom: Where next on the road to recovery?

With only one month to go, reserve your seat today in **The Global Boardroom** alongside leaders in business and government for 30 hours of live-streamed discussion and interviews to debate the most effective strategies for policy-makers, CEOs and investors as the recovery from the pandemic moves into a new phase.

Register for FREE **7-9 June 2022 | Digital Conference**

100+ Speakers **30+ hours of quality content** **310k+ Views**

Dear Michael,

Hear the FT's top journalists in conversation with corporate and political leaders as they explore the challenges and opportunities of technological innovation, threats to world order and shockwaves from the war in Ukraine.

Speakers include:

- Gita Gopinath, First Deputy Managing Director, International Monetary Fund
- Bill Winters, CEO, Standard Chartered
- Sylvie Goulard, Deputy Governor, Banque de France
- Ivan Duque, President, Republic of Colombia
- Rebeca Grynspan, Secretary-General, UNCTAD
- Jeremy Weir, Executive Chairman and CEO, Trafigura
- Christine Moy, Former Global Head of Link, Crypto & Metaverse, JP Morgan

Register today and gain access to three days of in-depth discussion and analysis covering all key sectors and regions.

REGISTER NOW FOR FREE **VIEW SPEAKERS**

What's on the Agenda?

The latest instalment of the FT's award-winning virtual conference will look closely at:

- Global Economics: How should policymakers respond to the economic impact of the war in Ukraine?
- Road to COP27: Rising to the challenge of post-Glasgow commitments

Presented by **FT LIVE** Headline Partners **TNW**

7-9 June 2022 | Digital Conference

Join over 100 leaders in business and government at The Global Boardroom

Over 100 business leaders and policymakers from around the world will come together to debate effective strategies around inflation, technological disruption, climate change and the impact of the war in Ukraine.

Meet the speakers

Network with others **Learn key insights** **Stay up-to-date**

Join over 100 business leaders and policymakers from around the world

- Carlos Felipe Jaramillo, Vice President, Latin America and Caribbean, World Bank
- Gita Gopinath, First Deputy Managing Director, International Monetary Fund
- Beatrice Weder di Mauro, President, Centre for Economic Policy Research (CEPR)
- Marek Dziel, CEO, Warsaw Stock Exchange

Meet the speakers **Connect with senior industry leaders and learn their insights**

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FT LIVE

FT Hydrogen Summit Just 3 weeks to go

As Europe seeks to cut its dependency on Russian oil and gas, hydrogen has been thrust into the spotlight. Join us along with over 150 industry leaders in London for unparalleled insights on what today's geopolitical challenges mean for the future of hydrogen.

There is still time to secure your in-person ticket and join our world-renowned network of energy leaders. See who's attending in the **brochure**.

Register now **16 June 2022 | In-Person & Digital**
Corinthia Hotel, London, UK

Supported by industry leaders **Meet with CEO's and policymakers** **Enjoy the moderation of FT journalists**

Dear Neal,

The war in Ukraine has pushed security of supply to the front of the political agenda. But is hydrogen really the answer to energy independence? And if clean hydrogen can be transported across borders, what does this mean for energy supply geopolitics?

Gain insights from the sector's greatest minds at the **FT Hydrogen Summit** this June. Secure your place alongside the 100+ companies already registered their in-person tickets.

Register now

Discussing the geopolitics of hydrogen:

- Lord Adair Turner, Chair, Energy Transitions Commission
- Martin Lambert, Senior Research Fellow & Head of Hydrogen Research, Oxford Institute for Energy Studies
- Dr. Thierry Bros, Professor and Energy Expert, Sciences Po Paris
- Elizabeth Press, Director of Planning and Programme Support, International Renewable Energy Agency (IRENA)

See more speakers in the brochure

Also hear keynotes from:

- Marco Alvera, former CEO, Snam
- Dr. Andrew Forrest AO, Chairman and Founder, Fortescue Future Industries & Fortescue Metals Group
- Austin Knight, Vice President, Hydrogen, Chevron New Energies

FT LIVE

16 June 2022 | In-Person & Digital Event

Don't miss the Hydrogen Summit with just 3 weeks left to go

Register now

Network with others **Learn key insights** **Stay up-to-date**

Gain insights from top executives and the sector's greatest minds this June

The war in Ukraine has pushed security of supply to the front of the political agenda. But is hydrogen really the answer to energy independence? And if clean hydrogen can be transported across borders, what does this mean for energy supply geopolitics?

Register now **Secure your place alongside the 100+ companies already registered**

Add your logo to the sponsor list

Position your brand alongside industry leaders on our global stage. Enquire about partnership options that work for you and your business objectives. Email peter.bainford@ft.com today.

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Designs

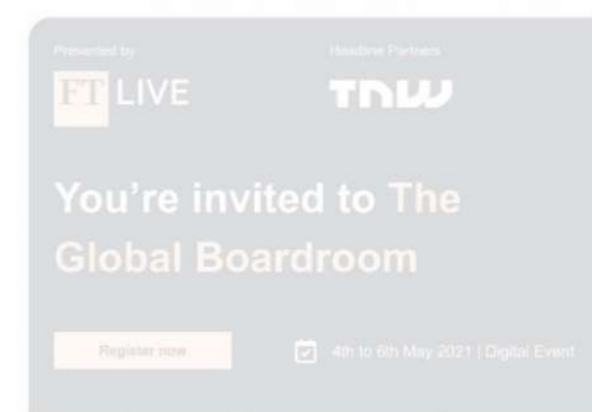
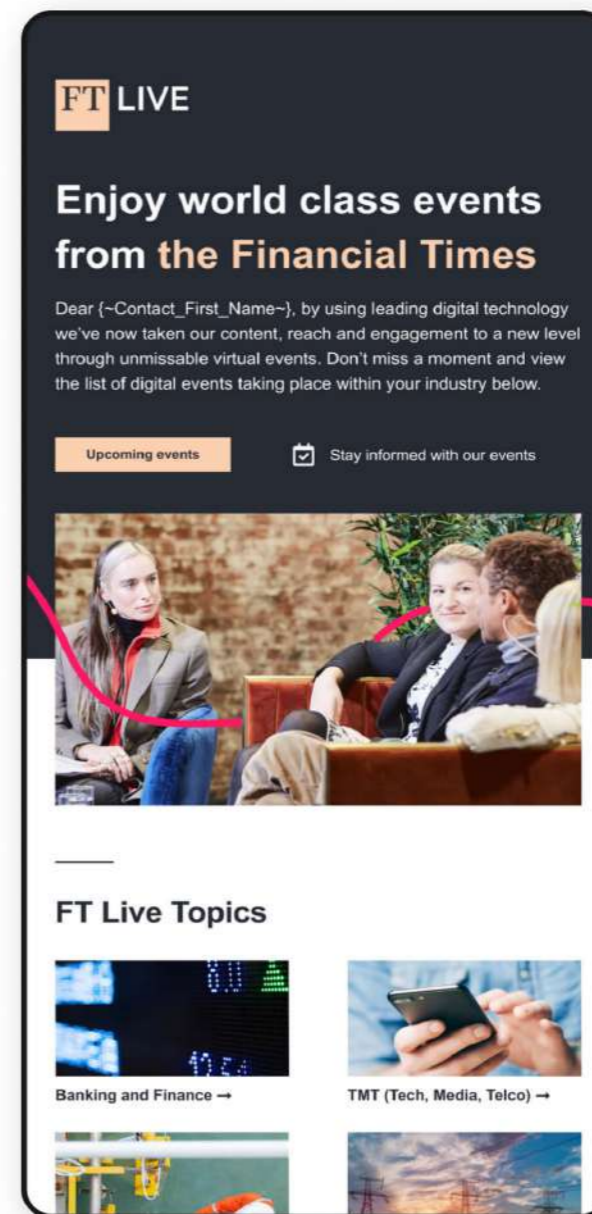
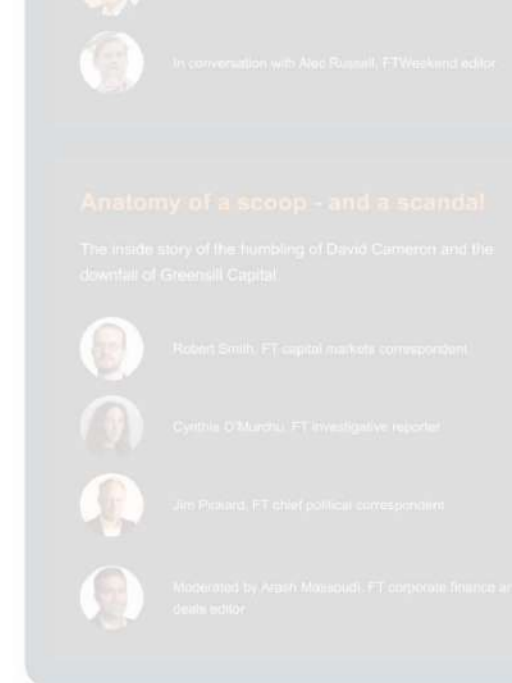
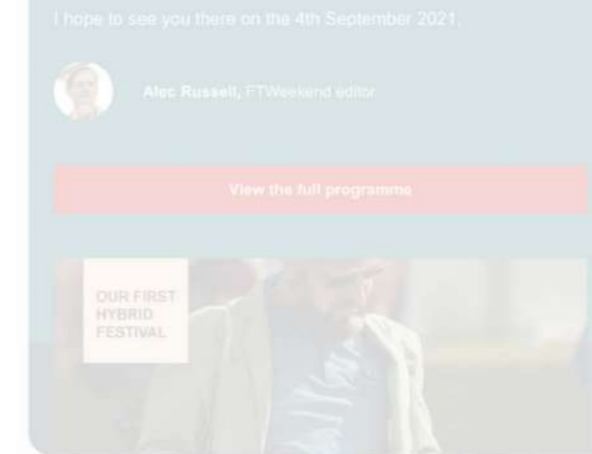
I then developed systems for AB testing, to iterate and validate design decisions. Leading to further improvements over time

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

Outcome

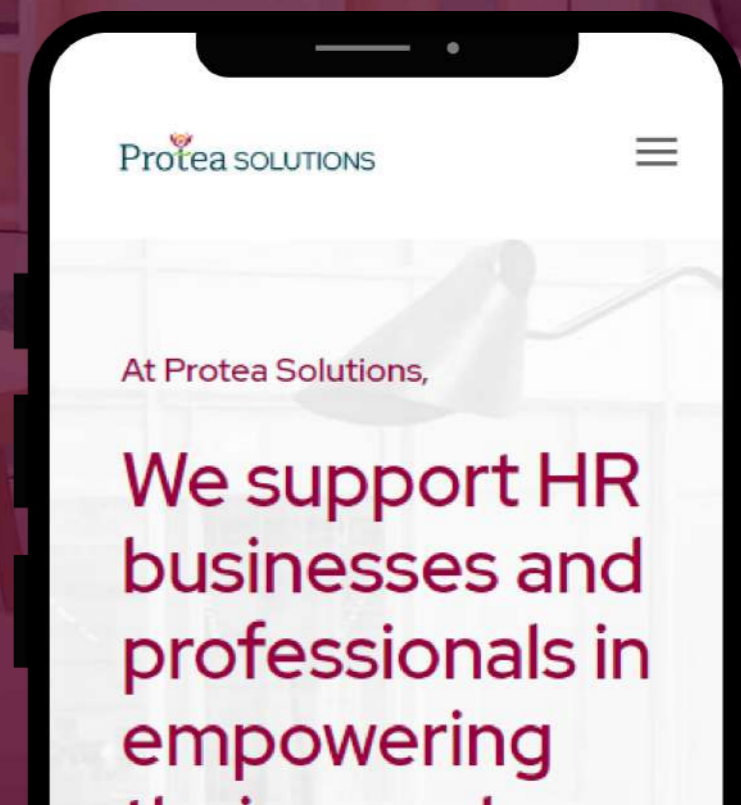
Redesigning emails for FT Live through UX practises & insights

- 😊 Won 'Employee of the Month' from marketer nominations
- ✉ Created the templates for 22,500,000+ emails now delivered
- 🔧 Helped increase CTOR from 7.5% to 19.8% via AB testing & UX insights



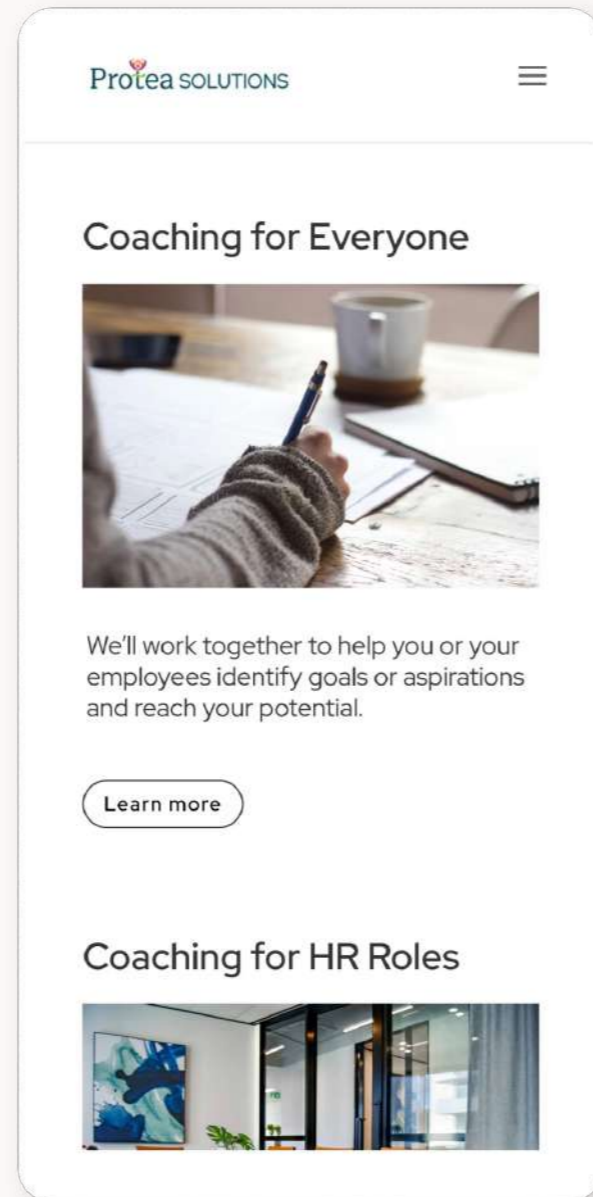


A new modern website to help a small HR business reach bigger audiences

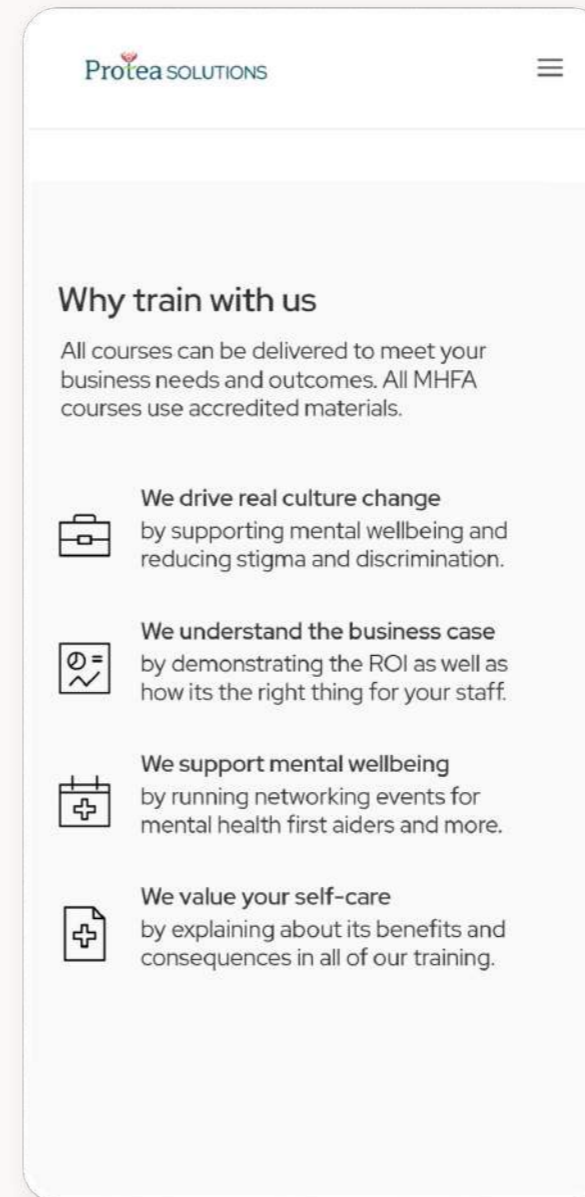




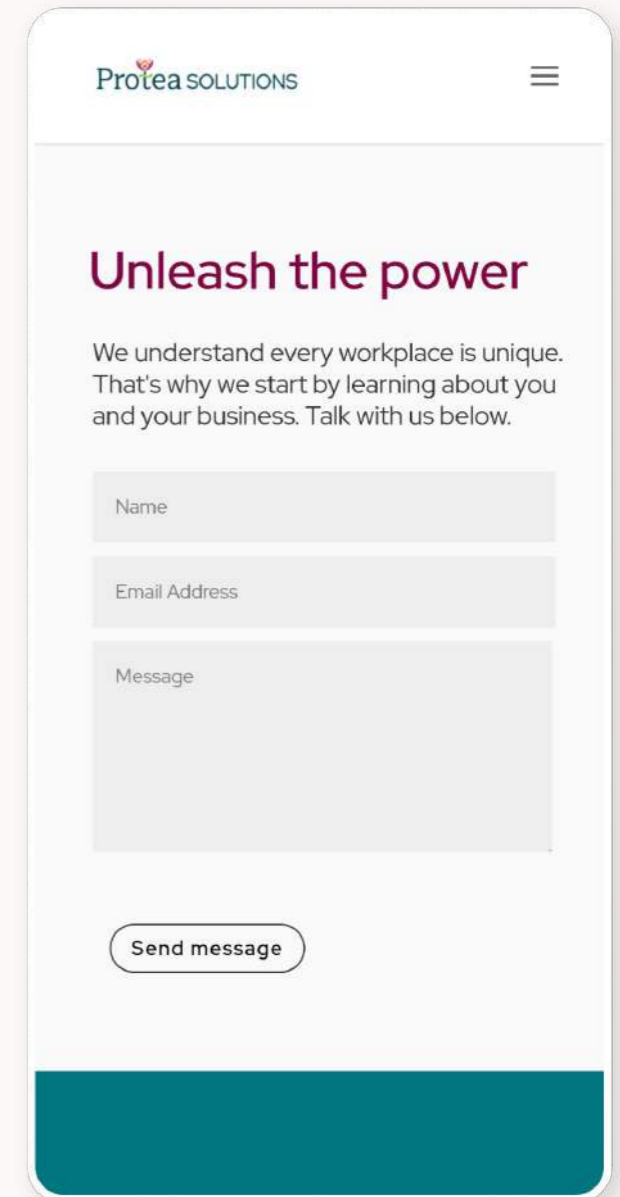
01 Bespoke Hero Sections



02 Responsive Designs



03 Unique Selling Points

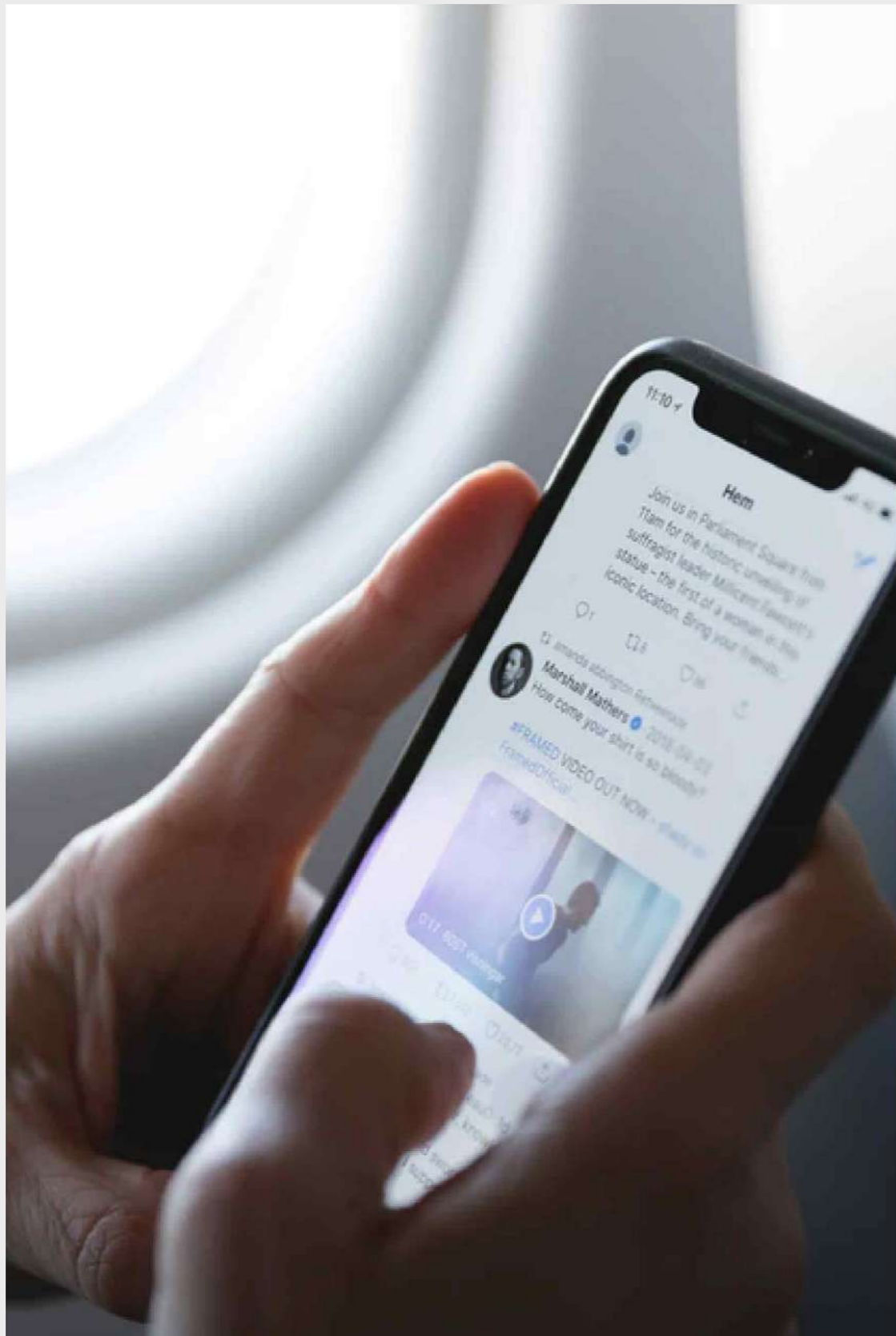


04 Optimised CTAs

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
- opportunity to learn & test new skills



SJS SIMON SCANTLEBURY
EXECUTIVE CAREER COACH

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Book your free 2 hour consultation now (worth £195)

≡ Welcome

Get the Career And Job That You Really Want!

Sunday night blues? Dread Monday mornings?

Bored, fed up, anxious and feeling low?

Stressed, confused, sleepless, confidence flattened?

Don't worry, together we can fix your career!

Greenfields
bespoke coaching solutions

COACHING. SUPERVISION. CONSULTANCY

Welcome to Greenfields, an independent boutique consultancy that specialises in all things coaching and coaching supervision. We provide specialist expertise across the coaching spectrum from executive & career coaching, to coach training and supervision, right through to supporting you to develop a coaching culture in your organisation. Whether you are an individual looking for some

Your Time
Coaching

Menu ≡

Your Time Coaching

Your Time to do your thing

Still waiting for the right time to start a new venture or take back control of your life?

or

Want to **change career** but struggling to get focused or overcome your fears?

Here to There
Executive Coaching

Coaching for career and business

The purpose of coaching is to get you from where you are now to where you want to be.

I work with individuals who are looking to manage their careers (rather than have their careers control them), and with

resolvehr

Providing HR professional solutions and support

Developing high performing managers and teams

Helping you manage people and change

See more...

Join us on the **WiXapp** ↓

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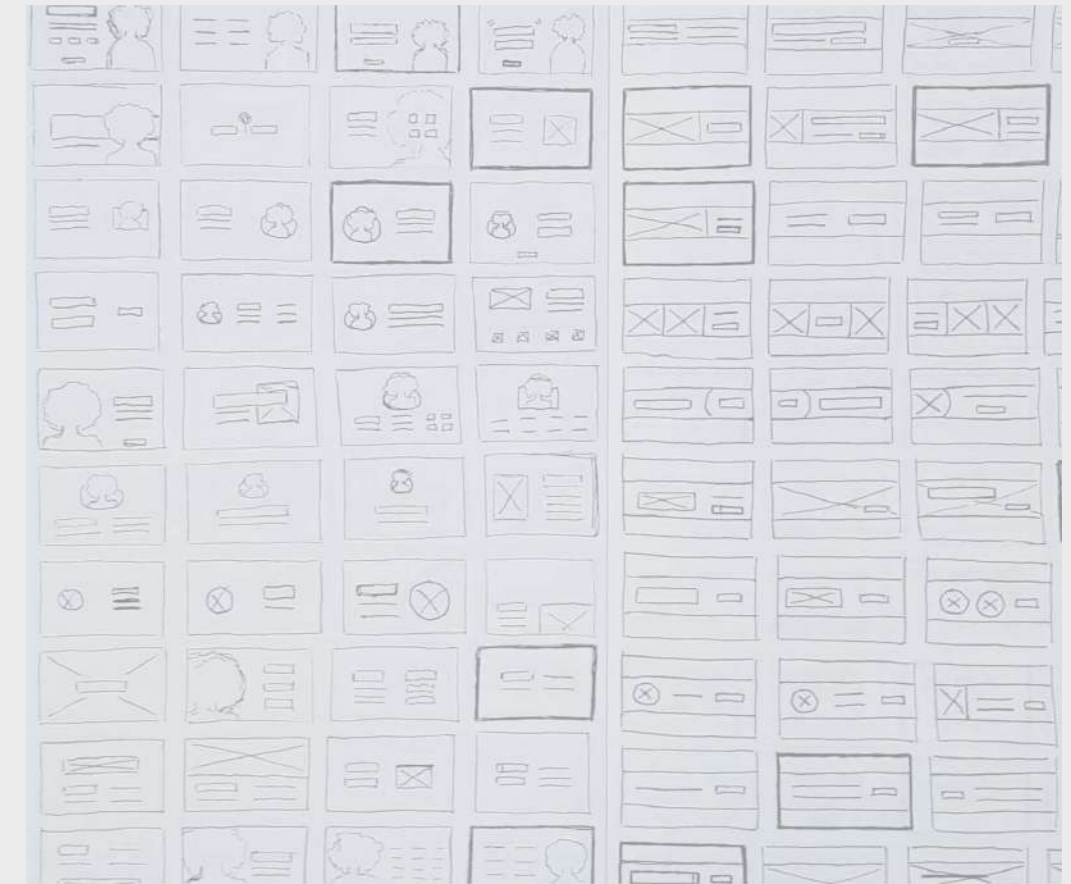
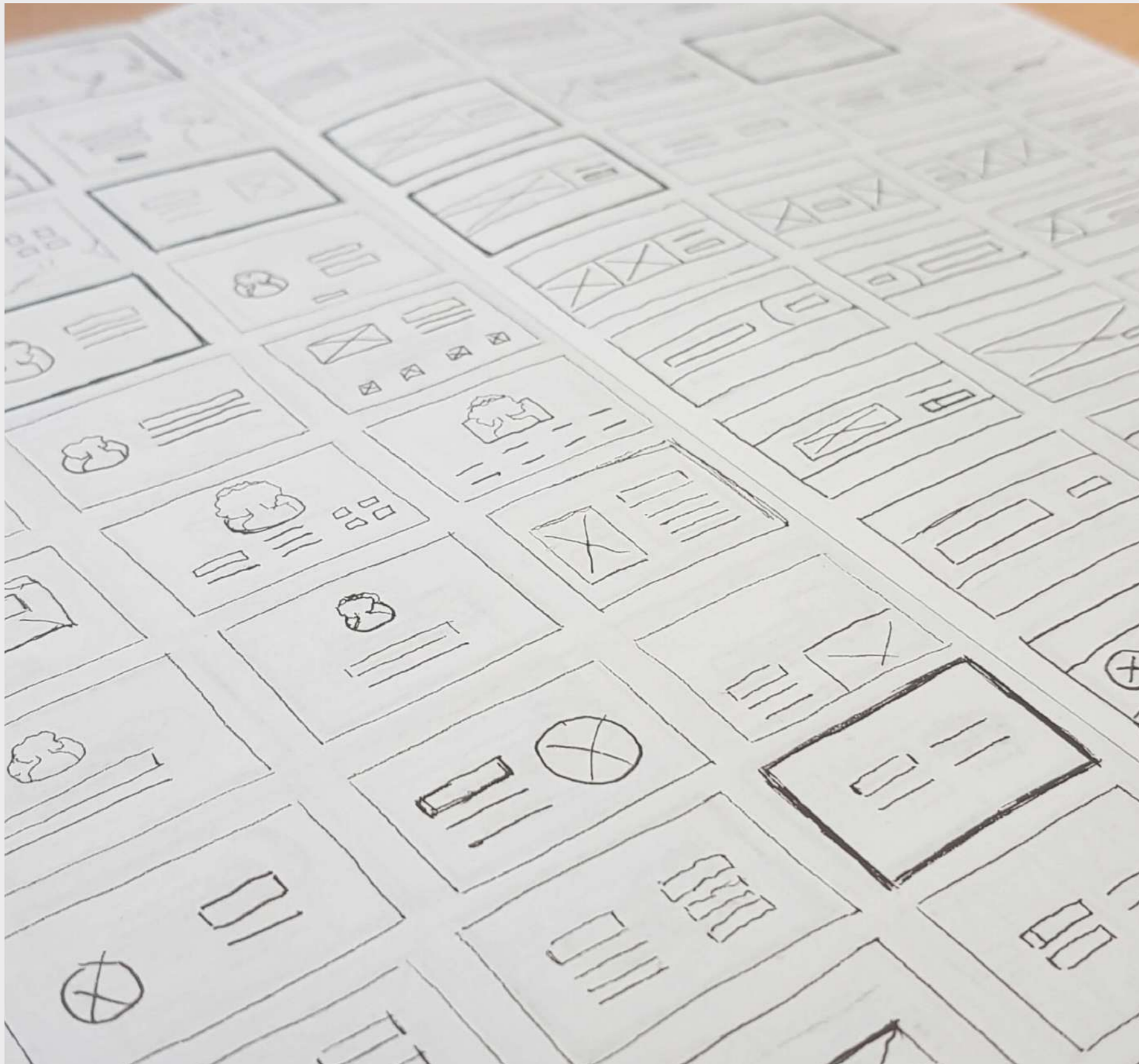
bluegreen

helping you find your flow

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



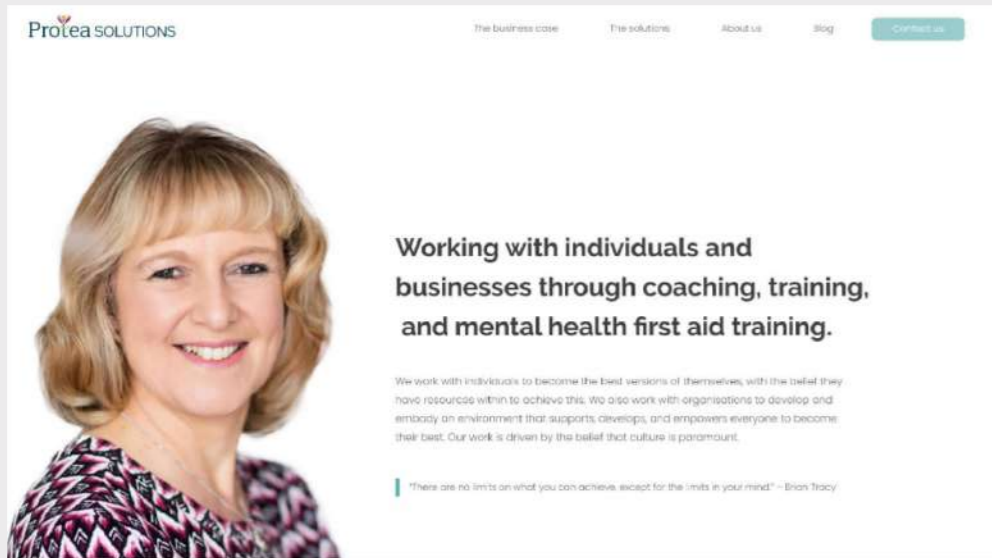
• incorporate transformation into visual style more / imagery
 • develop impression of authenticity, understanding, lasting change more
 • highlight expertise and USPs more
 • HR area of specialism clearer
 • develop impression of specialists and experts in field of HR
 • delivery of impactful solutions clearer
 • relate and speak to target audience
 • demonstrate solutions / results
 • results = performance, growth, success
 • look / feel = corporate, authentic, approachable
 • imagery inline with brand guidelines
 • full colour logo on hero (remove photo)
 • reduce spacing between content

• why work with marion
 • proven solutions on home
 • about us on home page
 • text use
 • play with variety of content

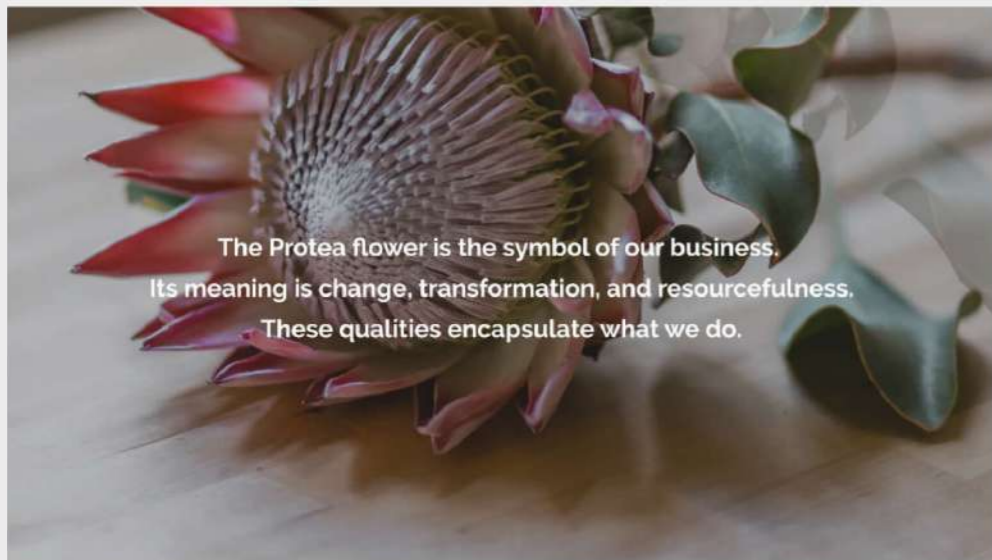
Strategy

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

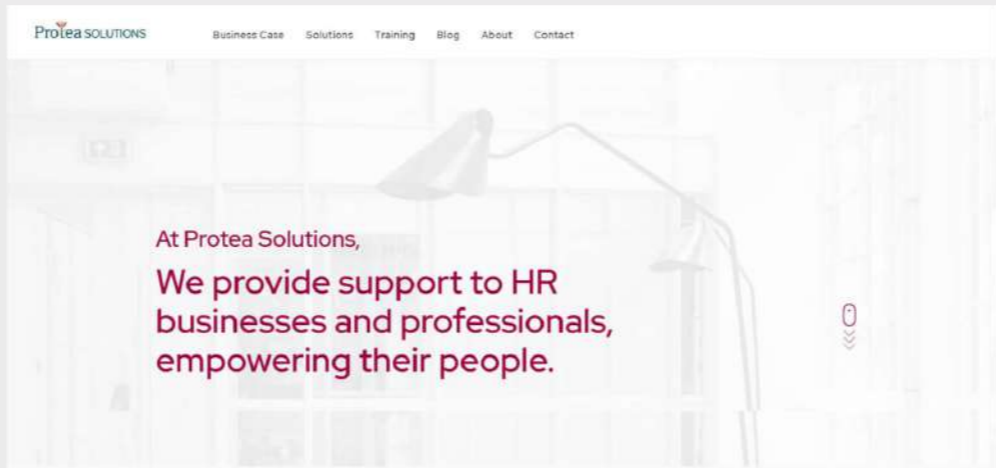
- prioritised hero sections, unique selling points
- sketched information architecture & CTAs
- focused on hierarchy and digestible content



Winner of 'CPD Coach of the Year 2017'
Fellow Chartered Institute of Personnel and Development



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Our services
We work with you to unleash the power of your people within the workplace. Offering coaching, consultancy and training solutions.

- Providing impactful results by coaching and consultancy solutions
- Understanding mental health by mental health and MHFA solutions
- Establishing productive cultures by our motivational map solution
- Promoting individual strengths by BP2W and DISC solutions

Learn the business case
We help people achieve their best at work, resulting in higher business growth, performance and success.
[View proposal](#)

Understand our solutions
Our team offer a range of expertise. Tailoring our support to suit your business and workplace.
[View solutions](#)

Experience our training

Get to know our company



```

Customising Additional CSS
1 /** ALL DEVICES **/
2 * /* All Text */
3 {font-family: Red Hat Display}
4
5 a /* Links Default */
6 {color: #940240;
7 text-decoration:underline}
8
9 /** UP TO LARGE SCREENS **/
10 @media all and (min-width: 1600px){
11
12 .container {
13 width: 95% !important;
14 }
15
16 h1 /* Header 1 Default */
17 {font-size: 4em;
18 line-height: 1.6em;

```




Designs

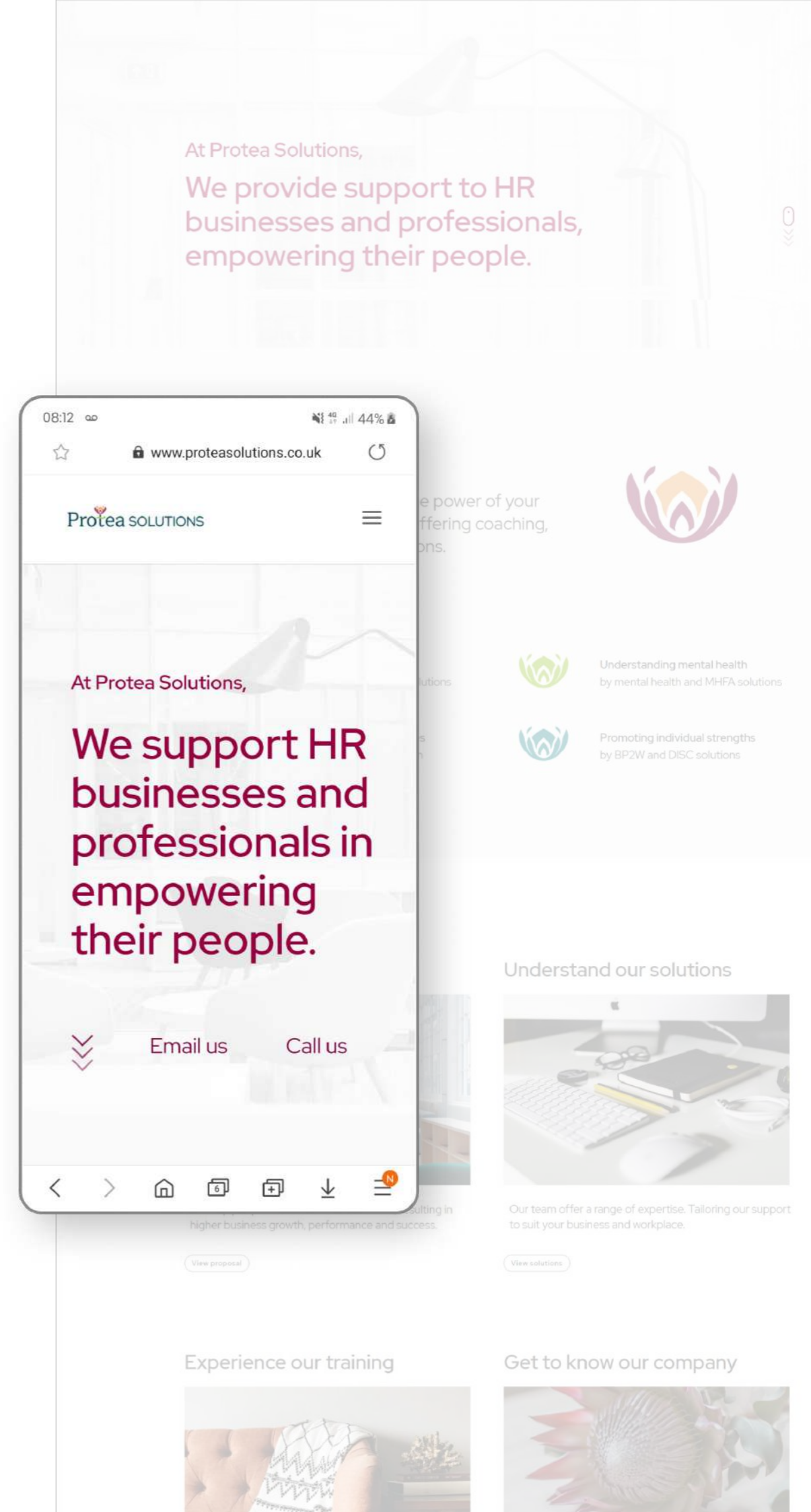
Designs were explored using wireframes and lo-fi & hi-fi prototypes, with Hotjar and Google Analytics to inform and test our decisions

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

Outcome

A modern website for a small business to expand online

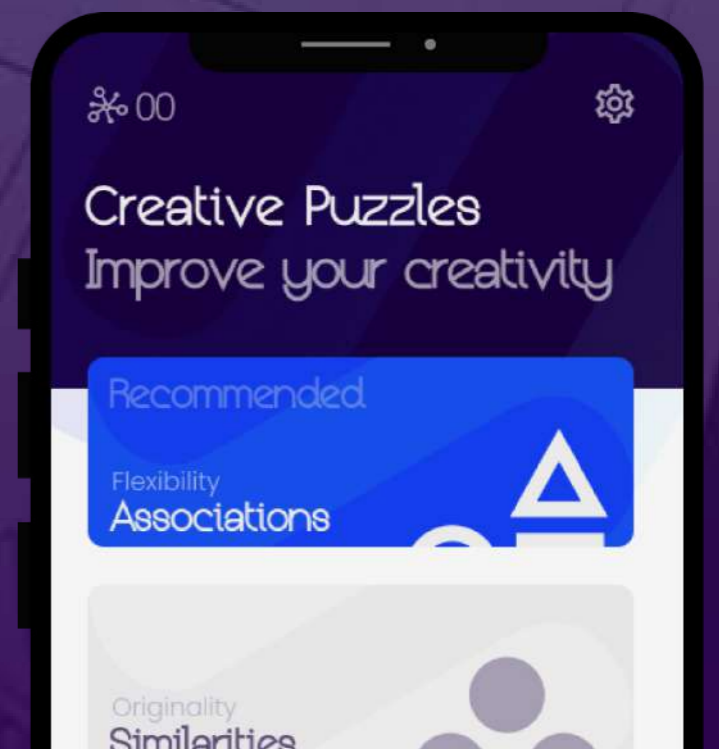
-  Learnt HTML / CSS to build a fully responsive website
-  Developed from scratch, tailored to the client's requests
-  Now know how to create more realistic designs for hand-off

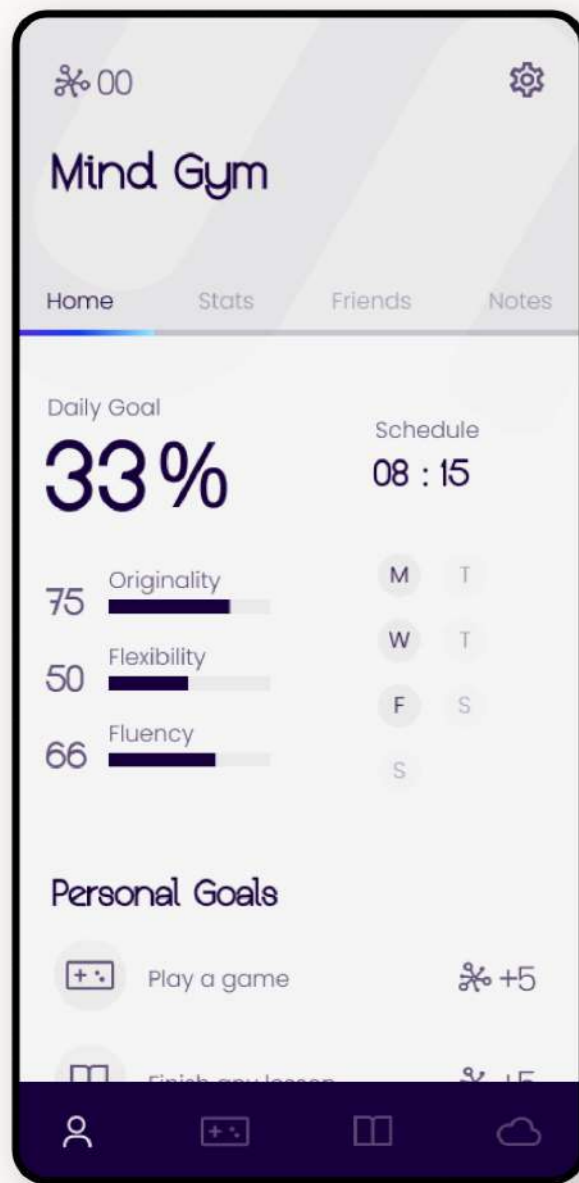




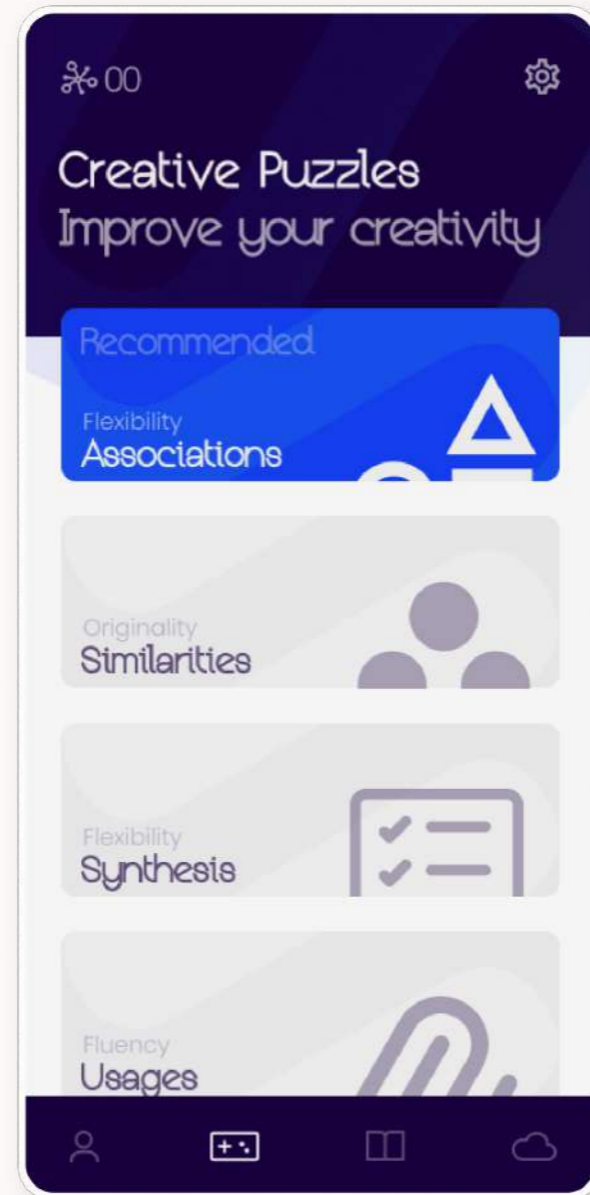
mind

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

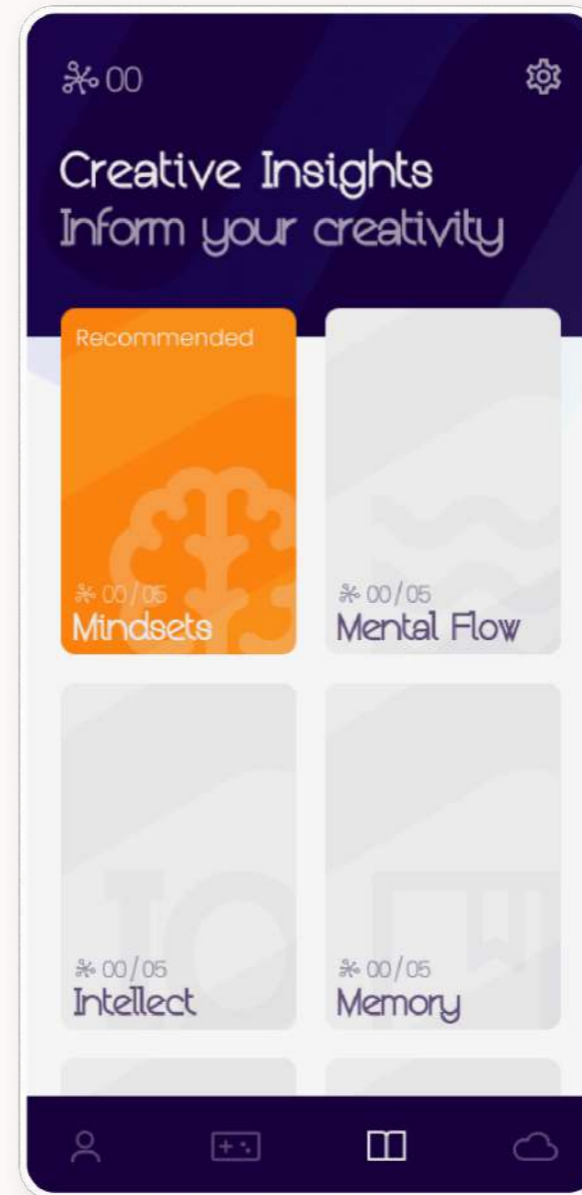




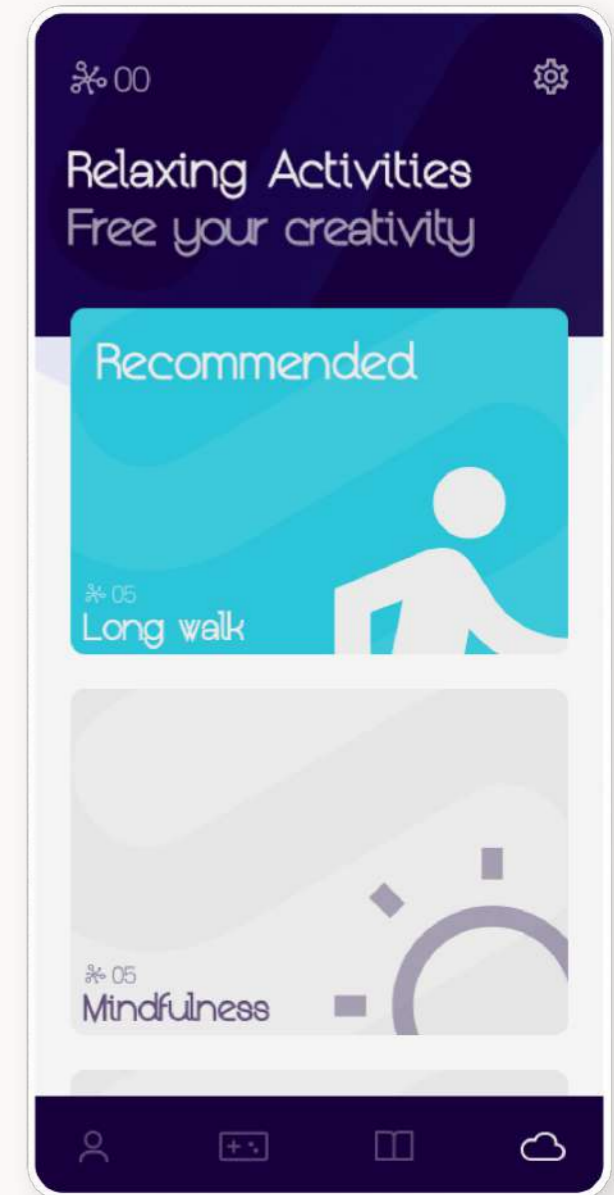
01 Bespoke Hero Sections



02 Responsive Designs



03 Unique Selling Points



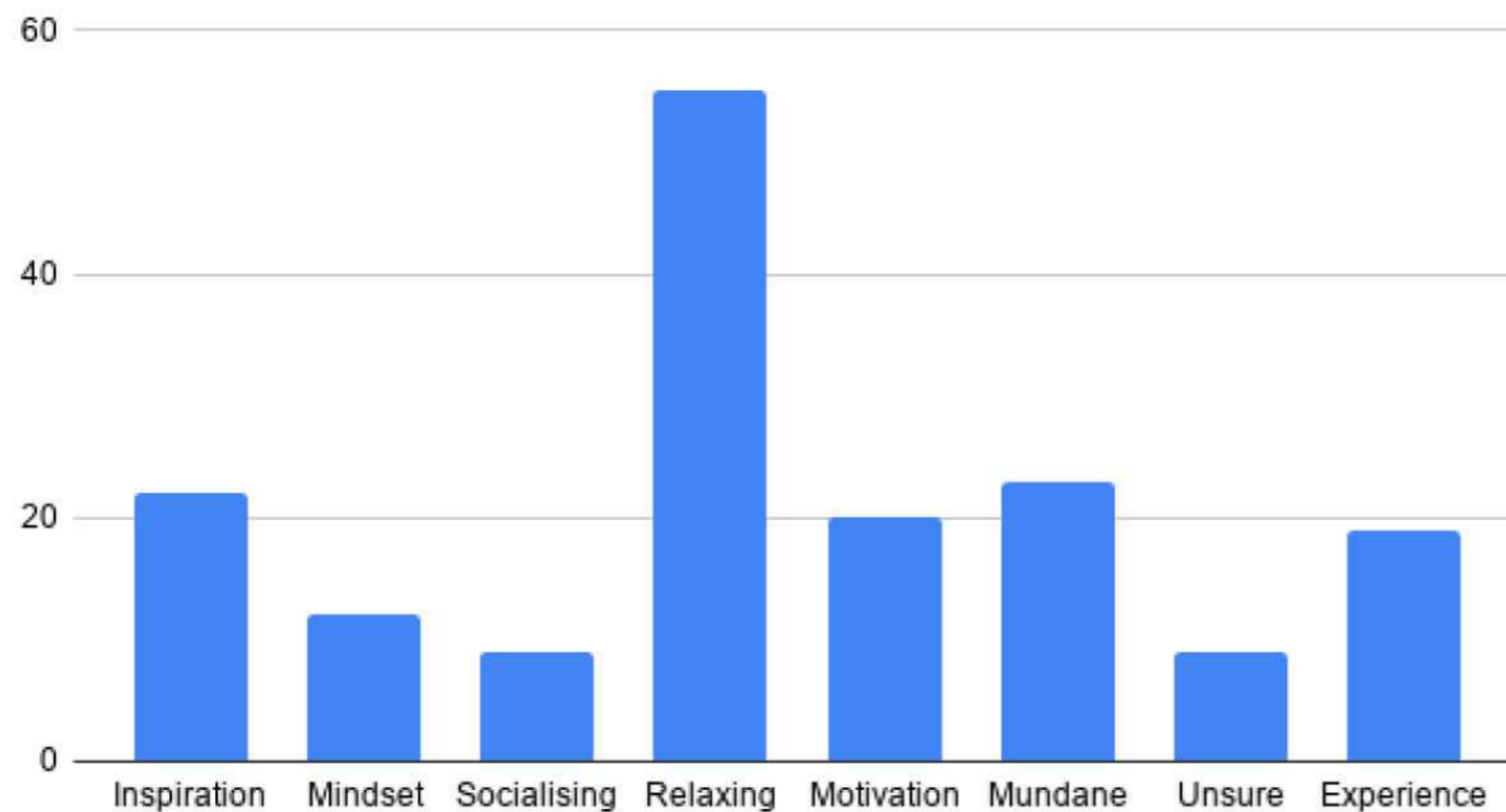
04 Optimised CTAs

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 likes, 12 comments, Share, Save, Report

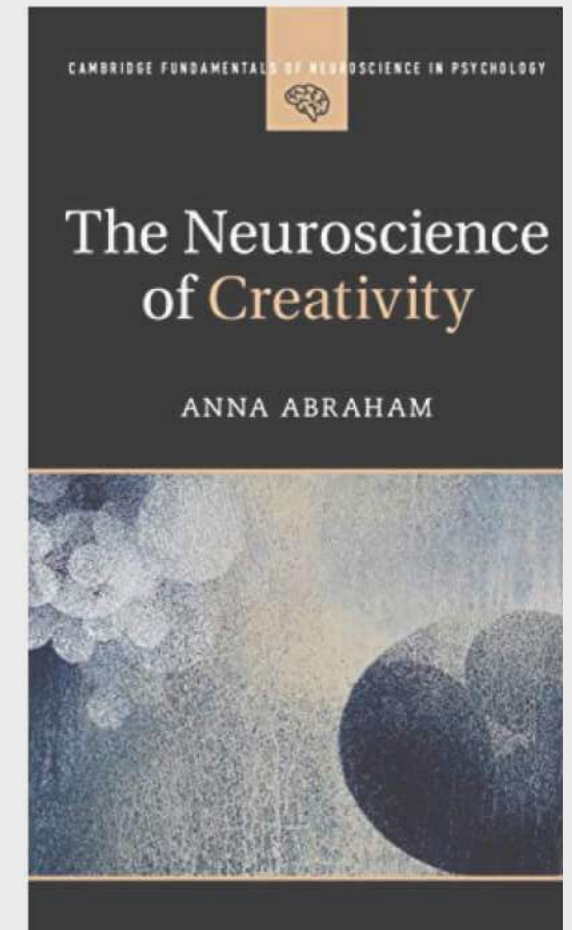
TEDx Talks 26.4M subscribers SUBSCRIBE

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 business, design, and innovation strategy through various...

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



Dorte Nielsen & Sarah Thurber

The secret of the highly creative thinker

How to make connections others don't

NEW ATLAS

SCIENCE

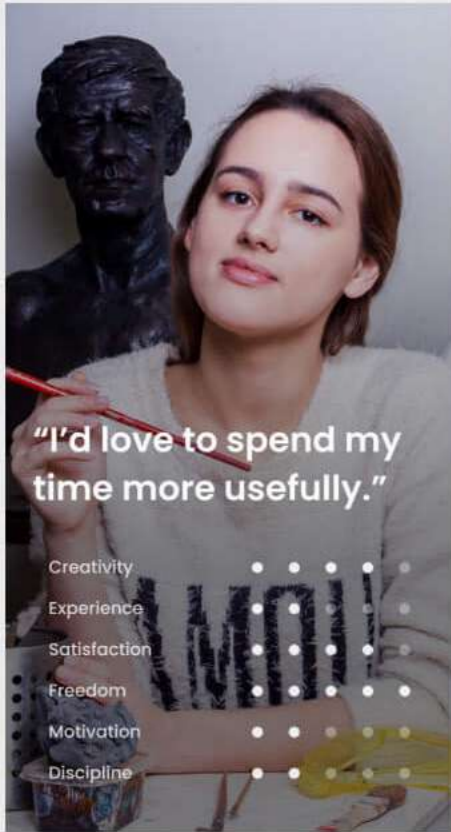
The neuroscience of creativity: How the brains of innovators are wired differently

By Rich Haridy

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



"I'd love to spend my time more usefully."

- Creativity
- Experience
- Satisfaction
- Freedom
- Motivation
- Discipline

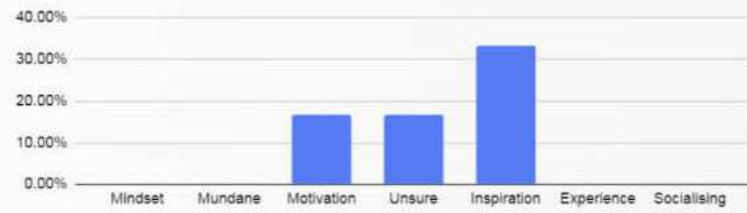
User Persona - Motivation

Yasmin Cooke - Procrastinator

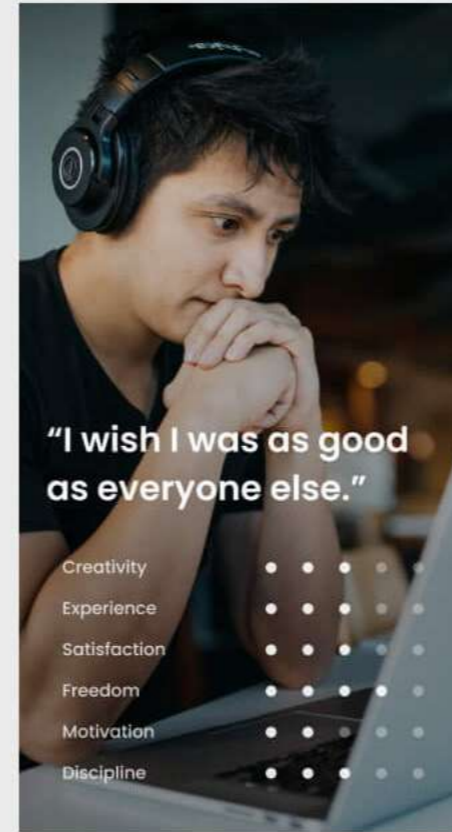
16 year old Hobby Artist hoping to get into University

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	Cause of Problem	Impact of Problem
• lack of motivation	• high expectations	• procrastination
Potential Solution	Incentive to Act	Current Feeling
• creative inspiration	• meaningful goals	• disappointment



Potential Solutions data based on results of Under 18 year olds



"I wish I was as good as everyone else."

- Creativity
- Experience
- Satisfaction
- Freedom
- Motivation
- Discipline

User Persona - Motivation

Damian Woods - Creative Imposter

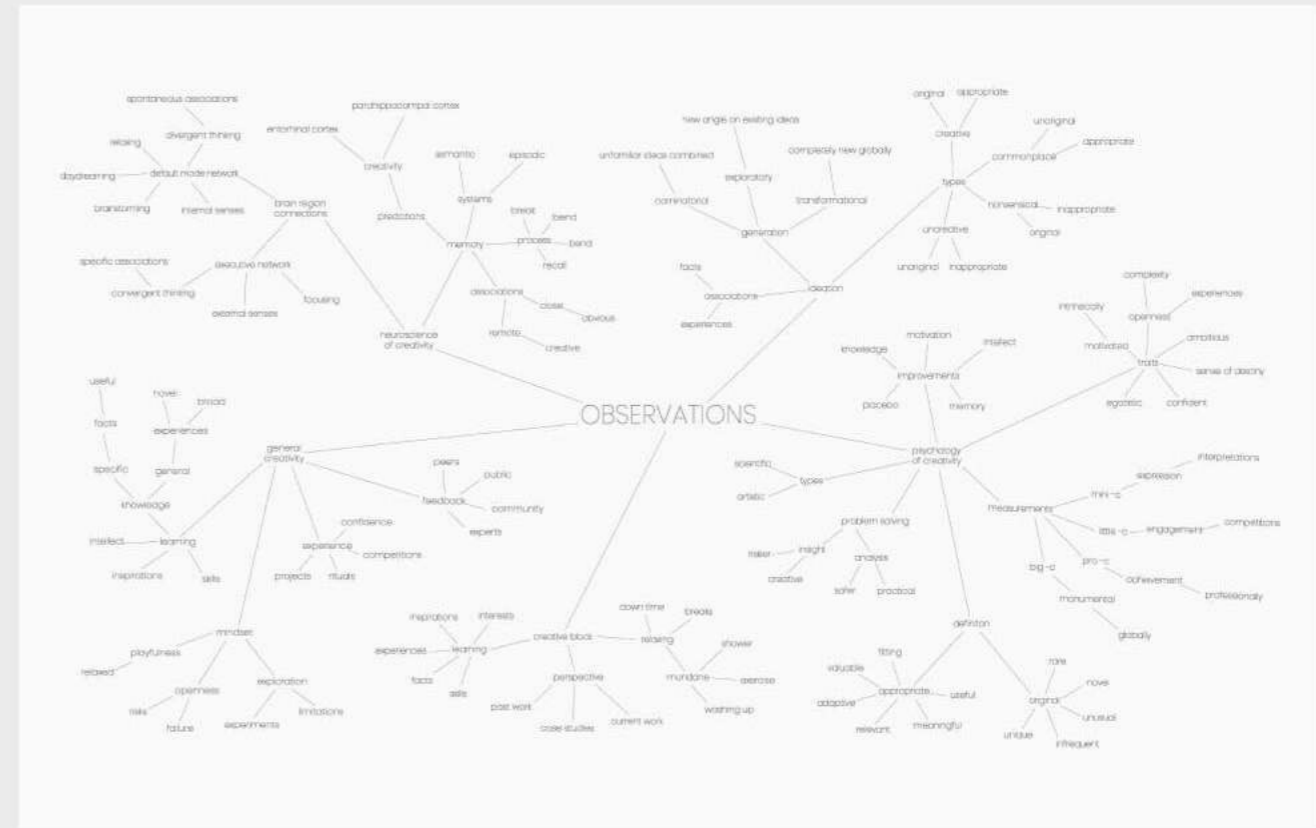
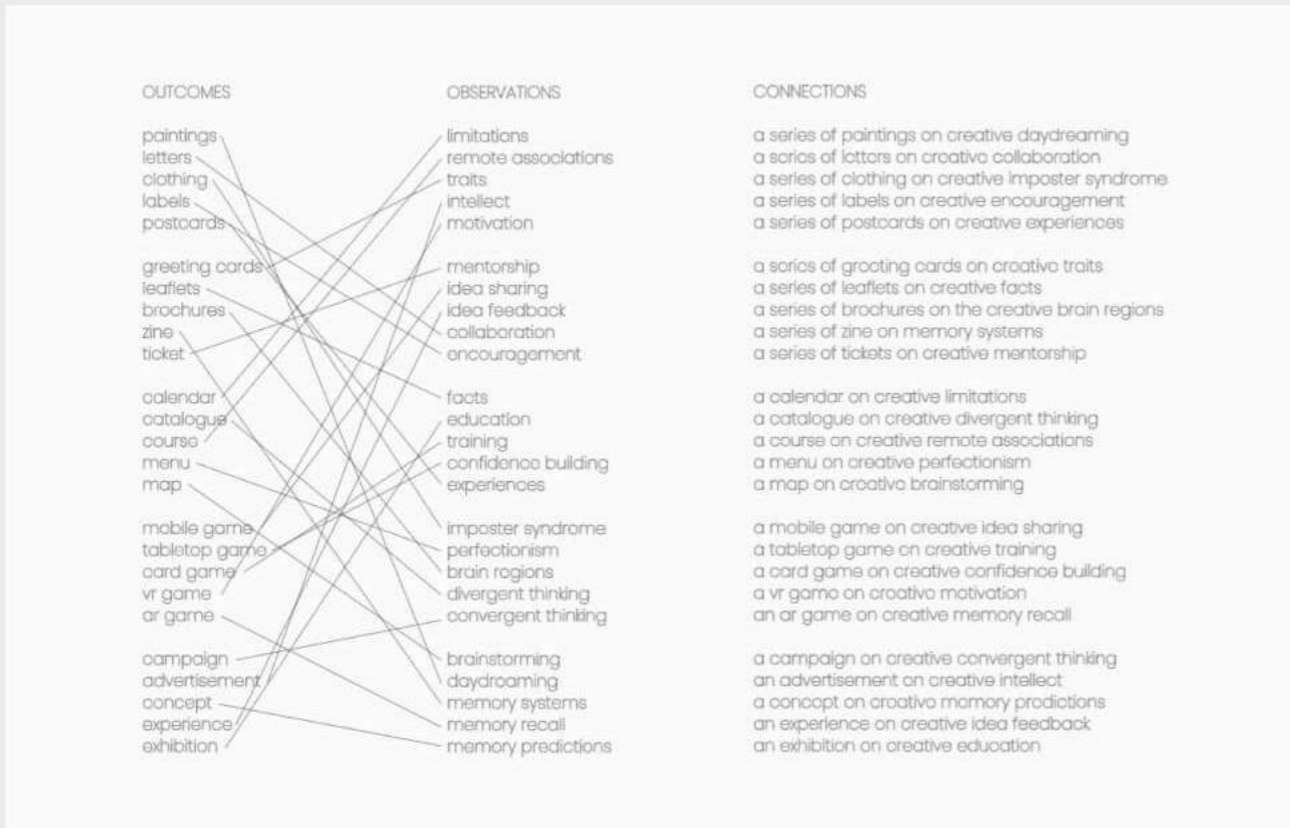
21 year old Student Designer trying to get through Uni

Damian is 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	Cause of Problem	Impact of Problem
• lack of motivation	• perfectionism	• imposter syndrome
Potential Solution	Incentive to Act	Current Feeling
• relaxing / downtime	• creative freedom	• 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

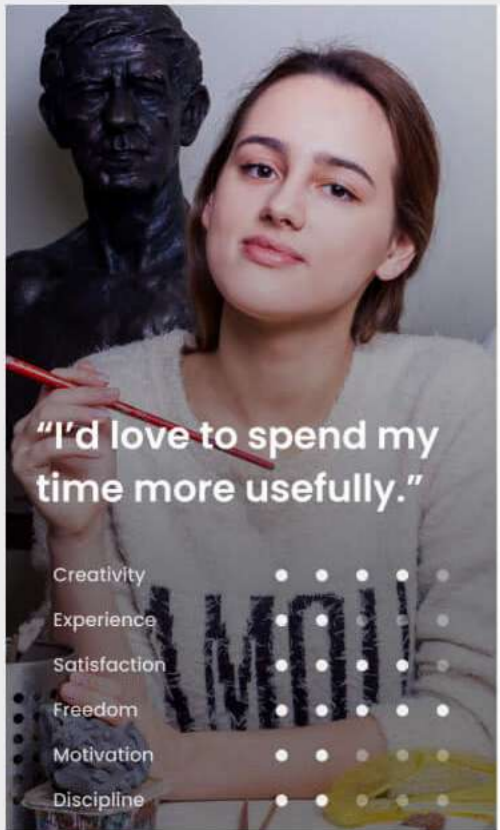
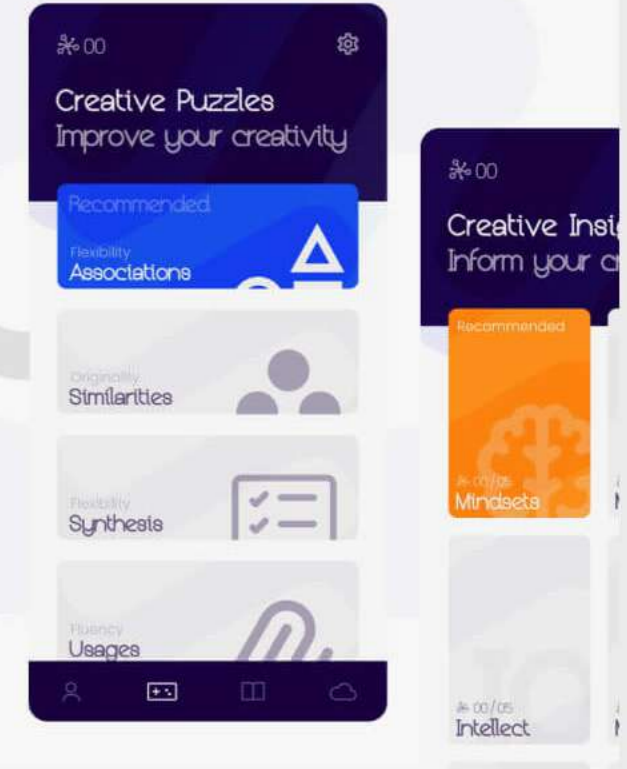


"If only I had a chance to clear my thoughts."

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.



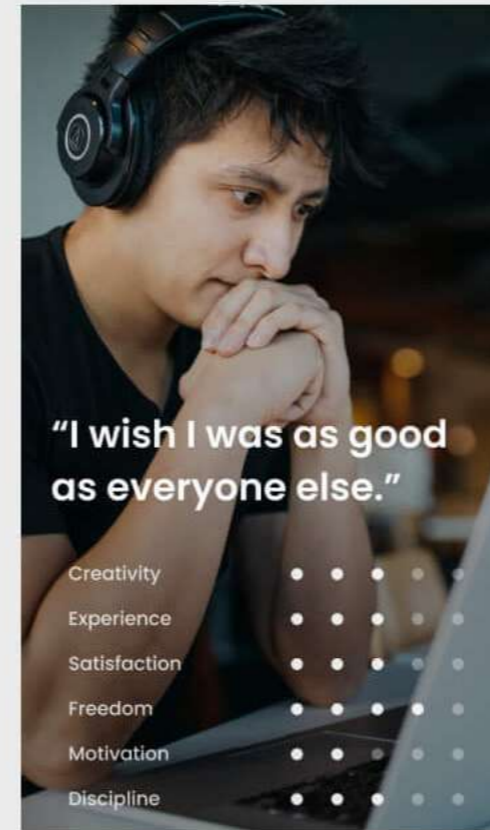
"I'd love to spend my time more usefully."

- Creativity
- Experience
- Satisfaction
- Freedom
- Motivation
- Discipline

User Flow Wireframes - Motivation

Yasmin Cooke - Procrastinator

wants to set meaningful goals and feel inspired



"I wish I was as good as everyone else."

- Creativity
- Experience
- Satisfaction
- Freedom
- Motivation
- Discipline

User Flow Prototype - Motivation

Damian Woods - Creative Imposter

wants to relax and explore creativity his way






Iteration

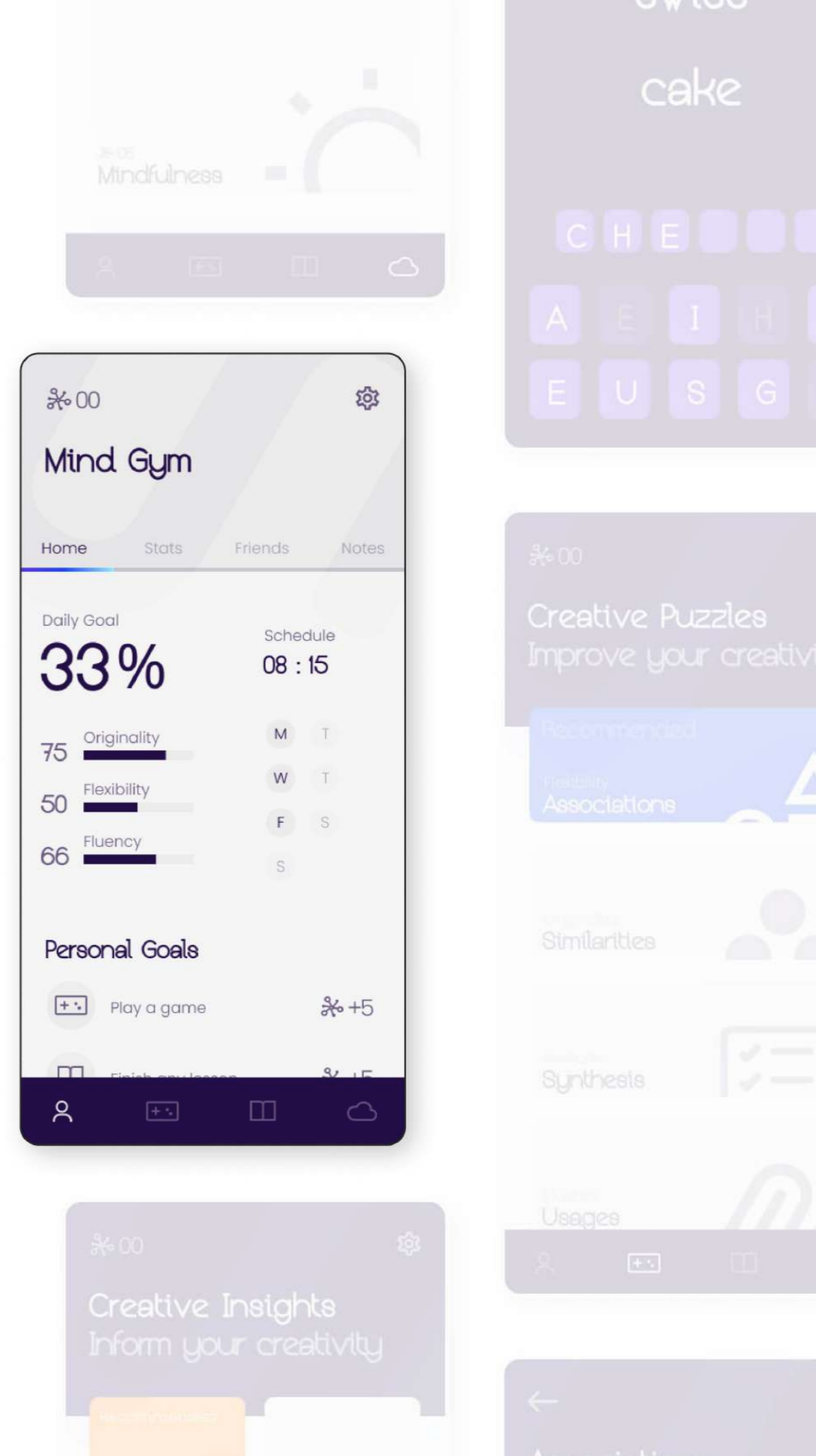
Once I had a final idea addressing the painpoints and solutions of my audience, I designed the brand and user flows to inform my work

- 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

-  Learnt how our minds process information
-  How we make decisions, and how to motivate them
-  How to scientifically improve our creative muscles & ideas



carl feilner

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

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

I'm someone who's interested in making the lives of everyone around me a little easier. Whether it's 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.

- User Experience 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**
HeyHello - 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**

02 Professional Highlights

Prominent high points within my career.

- Redesigned all emails for FT Live and improved click to open rates from 75% to 20% by ongoing A/B testing, UX insights.
- Influenced marketing strategy to a UCD based approach, by presenting key data through self-led research & audits.

Freelance Project

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



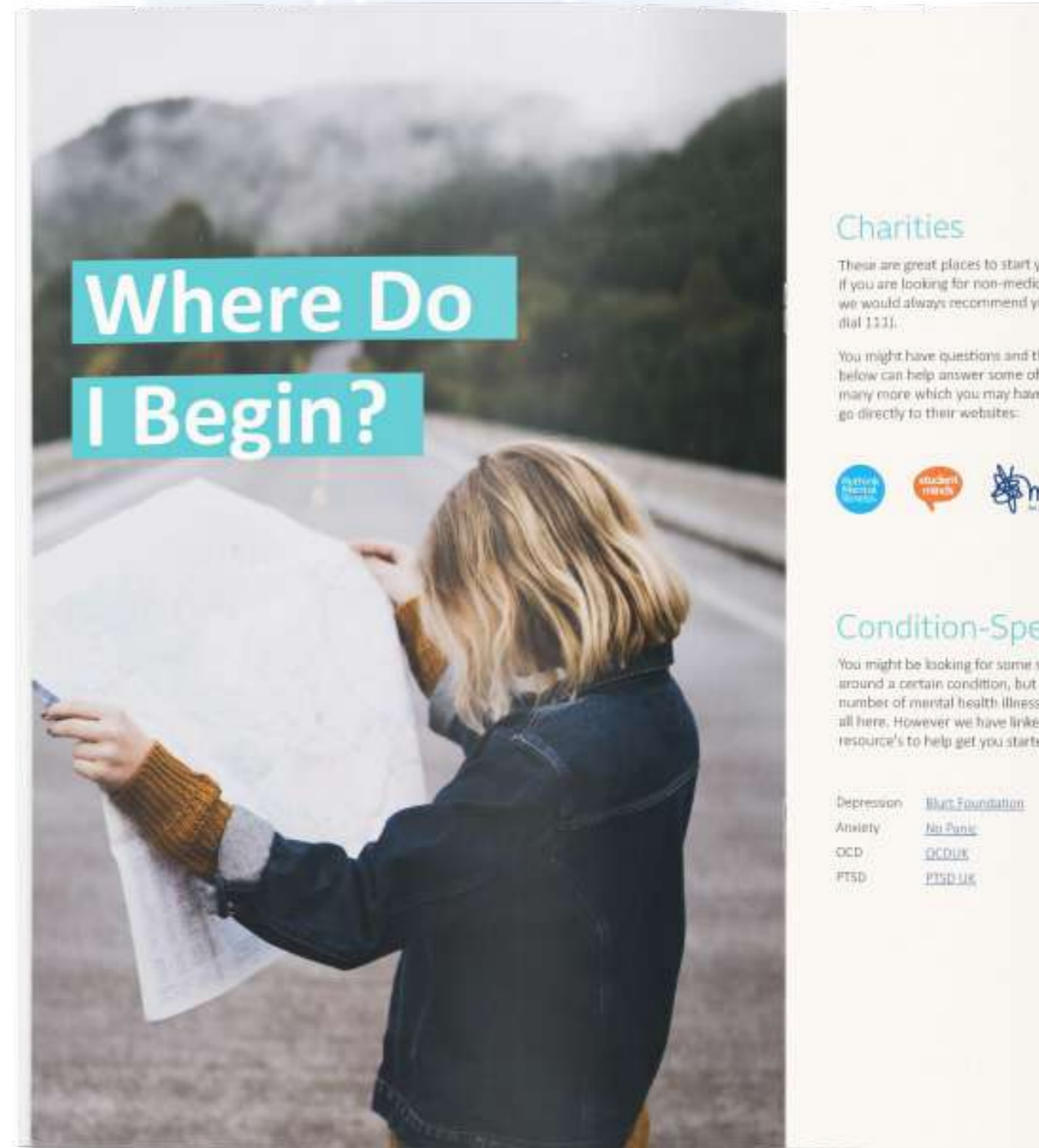
Collaborated with University of West London



Leaflet was published on website and social media






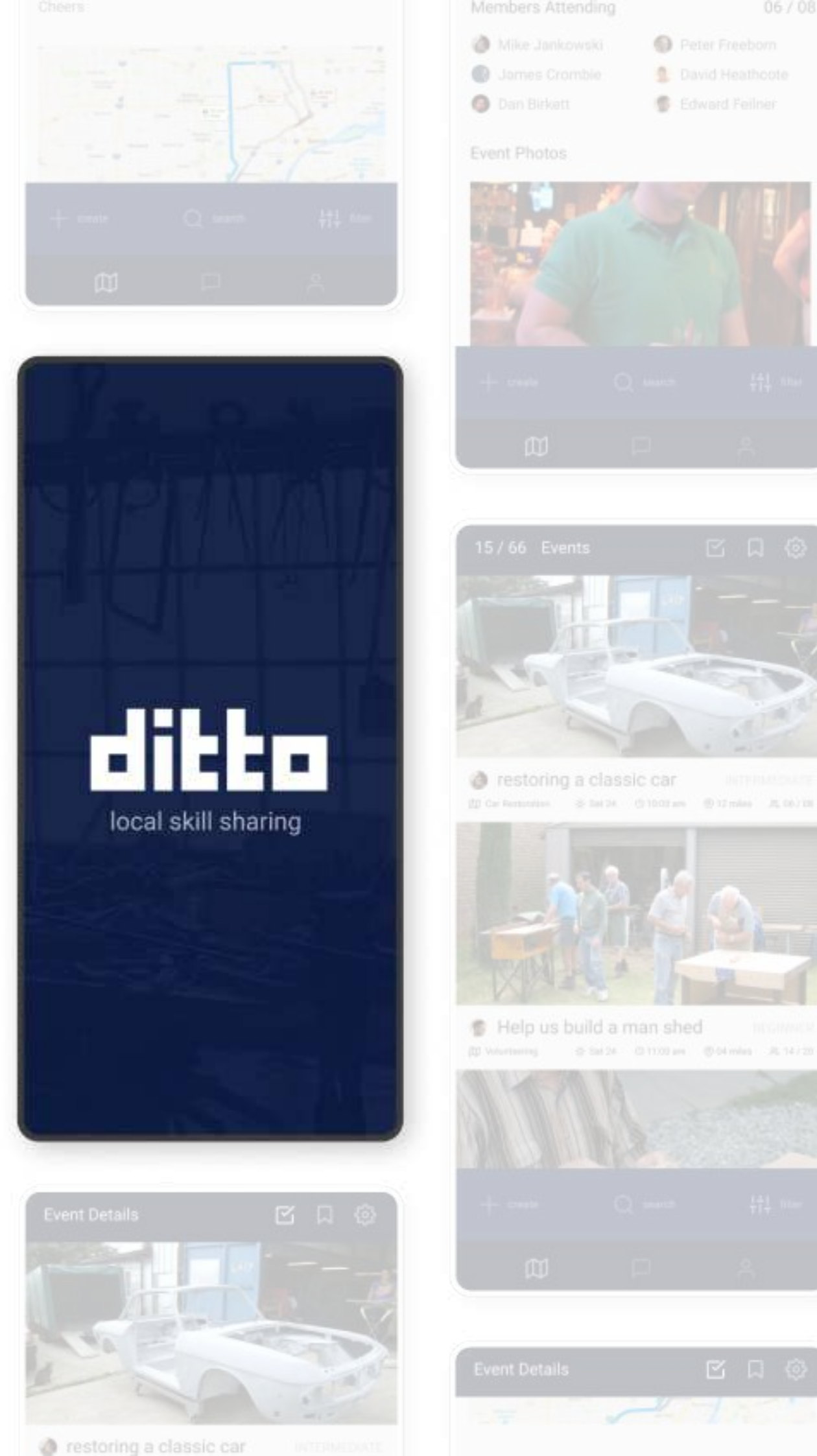
Helped deliver additional content for instagram



Personal Project




A new app for skill sharing to help men with loneliness

-  Informed by local health experts and charities
-  Offers insights overlooked by current health services
-  Provides healthier coping habits & income opportunities



Freelance Project

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

-  Helped design labels and packaging for 6+ vitamins
-  Assisted with FIGHT webpages and images for Amazon
-  Delivered successful Google and Amazon adverts



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

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