

APRIL KARNES

SUMMARY

UX and design strategist: thought leader and change agent. Shaping customer needs and business goals into simple, beautiful digital experiences.

CONTACT

✉ aprilkarnes@gmail.com **in** [aprilkarnes](#)
🌐 aprilkarnes.com
☎ 404.353.1236

SKILLS

DESIGN: Interaction Design, User Experience Design, Human Computer Interaction, Creative Process Development
STRATEGY AND LEADERSHIP: User Experience, Strategic Planning, Creative Strategy, Marketing Strategy, Digital Strategy, Managing Agency Relationships, Budget Management, Education and Evangelism
RESEARCH: User Experience Testing, Usability, Concept Testing

EDUCATION

University of Minnesota, Carlson School of Management
Master of Business Administration Strategic Management and International Marketing

Lindenwood University
Master of Arts Teaching

Missouri State University
Bachelor of Arts English

PROJECTS

Delta.com Replatforming

2012 Replatforming and redesign of delta.com, a +\$13B channel
Experience strategy, design governance, content development

Delta Air Lines Check-in Kiosk Redesign

Redesign of Delta's global self-service kiosks, resulting in reduced check-in transaction time by 36%
Experience strategy, design governance, user research and testing

Fly Delta App

Creation and ongoing release of award-winning smartphone/iPad app with +20M downloads
Experience strategy, design governance, user research and testing

Delta Air Lines Gate Information Display Redesign

Redesign of Delta's global gate information displays, resulting in increased customer satisfaction and increased gate agent productivity
Experience strategy, design governance, user research and testing

Social Integration with Digital Brand Division

Integration of social touchpoints and identification of key moments into Fly Delta app, resulting in increased followers and impressions through Facebook
Experience strategy, design governance, user research and testing

EMPLOYMENT

Delta Air Lines

Manager, Experience Strategy & Design · 2010 to Current

Provide leadership, direction and mentorship for an interdisciplinary, multi-channel user experience team consisting of: UX and visual design, user research, user acceptance testing and accessibility compliance
Manage external digital agency of record relationship (annual budget of \$10+ million) Govern Delta's multi-channel digital content and design, including editorial and stylistic guidelines, to consistently support and enhance, rather than compromise, brand experience, usability and channel performance
Collaborate across business units, including technical team, to ensure visual and informational consistency among channels and incorporate behavioral research and analytics data to craft exceptional user-centered digital experiences
As a member of eCommerce leadership team, help define overarching strategy for group and translate that vision into product management roadmap and business cases for all digital channels--site, mobile/tablet, onboard digital, social and in-airport digital

Northwest Airlines/Delta Air Lines

Specialist, eCommerce marketing · 2005 to 2010

Built a focused, three-year implementation strategy of social media and emerging technologies for nwa.com
Managed cross-functional project teams to develop strategic product initiatives for nwa.com, increasing online booking penetration and contributing to \$3 billion annual online booking revenue
Managed on-time, on-budget development and implementation of site section redesigns, resulting in year-over-year site traffic increase
Led development, implementation and marketing of industry-leading online gift registry product in order to gain competitive traction in leisure travel market
Served as interim manager of e-commerce marketing from April 2009 to September 2010, leading staff of four and helping merger integration efforts for nwa.com

Universal Solutions LLC

Marketing Communications · 2003 to 2005

Directed development of company Internet/Intranet presence by providing branding guidelines, copy development and vertical market research
Managed corporate communications for three divisions of a major international telecommunications firm
Coordinated development, placement and measurement of company collateral and advertising material, including print and radio advertising, sales collateral, tradeshow and seminar materials and Web advertising
Ensured brand consistency for print advertising and communications and developed brand standards handbook

Cainhoy Elementary Middle School

Teacher · 2001 to 2003

Collaborated with other education professionals to plan and implement arts-infused curriculum, evaluation and instructional strategies as well as developmental academic and social programs for students
Provided direction and insight as a member of Title I grant planning and school-wide planning and management team

Dale Carnegie and Associates

Graphic Design Manager · 1999 to 2001

Designed advertisements, brochures, in-house and customized corporate training materials for international business training company, including materials designed in local language for international clients
Developed and presented multimedia presentations to business training professionals worldwide

Distribution Management Inc

Marketing Specialist · 1997 to 1999

Wrote and edited copy and designed layout for national advertising campaigns and quarterly product catalogs for three divisions of national supply company
Coordinated public relations and product release events for national clients