

Antonia Fiber

Customer Experience Programme Manager / Creative Practitioner

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PROFILE

Programme manager, designer and contemporary artist combining over a decade of international programme leadership with a creative background spanning music, design and visual art.

At Apple, I develop customer experiences, lead cross-functional experimentation and turn pilot insights into scalable programmes. As Restless Sky, I create mixed-media art and participatory experiences, using AI-assisted development to explore new forms of creative expression and digital storytelling.

I bring both perspectives to my work: the discipline to deliver ambitious ideas and the creative curiosity to explore what's possible.

CORE CAPABILITIES

Programme strategy & delivery · Experience design · Pilots & experimentation · Cross-functional leadership · International stakeholder engagement · Behavioural adoption · Data-led evaluation · Storytelling · AI-directed prototyping

APPLE / EMEIA

Customer Experience Programme Manager

Sep 2025 – Present

Lead engagement, adoption and continuous improvement across Personalized Shopping, Trade In, In-Store Demo and Apple Pick Up. Selected to transition from Backstage Operations into the customer-facing Ownership organisation, securing a permanent position four months later.

In-Store Demo / experience design, pilots & global scale

- Designed and led three completed EMEIA pilots — *Approach with a Demo*, *Mac Table Hosting* and *Live Group Demo* — testing different approaches to in-store demos.
- Developed pilot frameworks, leadership guidance, coaching and qualitative and quantitative evaluation. **Led global pilot reporting across EMEIA, APAC and AMR**, bringing regional partners together to inform scaling decisions.
- **Proof of concept:** Earlier pilots increased interactive-demo adoption by **8 points week over week**, maintained purchase-confidence scores of **81–86**, and achieved a customer-connection score of **83 (+3.7 against benchmark)**. These are internal experience measures, not percentages.
- Developing the **Group Demo playbook and global scaling strategy**, informed by the pilot findings, alongside a separate AI-assisted, gamified learning app prototype.

Engagement / storytelling at scale

- Created a repeatable quarterly engagement format subsequently adopted by **eight additional teams**, linking strategic priorities with frontline experience.
- Coached multilingual presenters and showcased store expertise across regions, supported by production processes and communication playbooks.

Behaviors That Drive Growth / strategy & adoption

- Developed an evidence-led behavioural strategy and five-month engagement programme, bringing customer insights, commercial priorities and regional stakeholders together.
- Contributed to Connect & Personalize tool utilisation rising from **63% of transactions in Q1 to 71% in Q2**. The strategy was subsequently integrated into quarterly business planning.

CREATIVE PRACTICE & VENTURES

Restless Sky / independent contemporary artist 2025 – Present

Independent mixed-media practice exploring visibility, concealment and lived experience through two connected bodies of work.

nervous.system — Paintings made in real time, translating emotional and nervous-system states through colour, material and structure.

archive.box — Conceived a participatory, artist-led artwork combining physical field kits, personalised digital portals and contributions of objects, photographs, writing and voice. Developed the experience and initial participant pilots, including the kit, prompts and physical-to-digital journey. Artist interpretation transforms the material into new artwork. Six participants have received archive.box kits and begun the physical-to-digital journey; the resulting artworks will form Restless Sky's first solo exhibition, at Mid-Street-Labs, The Vault, in April 2027.

Exhibitions: Brighton Artists Open Houses · *This Is My Brighton*, The Vault.

CREATIVE TECHNOLOGY & AI EXPERIMENTATION

Use generative AI as a creative thinking partner and development tool (*vibe coding*). Conceive and design digital experiences, prompt AI to build working prototypes, and iteratively test and refine them to achieve the creative vision.

- **archive.box:** Used AI to shape the participant experience, visualise and render physical field kits, and explore privacy and governance considerations for personal materials. Directed AI-generated prototypes of personalised digital portals.
- **4H:** Created a wellbeing app prototype through AI-generated code, directing a simple experience around four daily acts of care: head, health, heart and home.
- **Interactive application:** Directed the AI-assisted development of a multi-chapter digital CV, including navigation, evidence cards and artwork presentations for this application.

EARLIER INDEPENDENT CREATIVE VENTURES

Music: Singer-songwriter and recording artist; wrote and performed original music including *Soundtrack to You*, independently financing recordings, organising tours and managing publicity.

Sitswell: Founded a British handcrafted furniture venture and designed original furniture and illuminated mirrors using reclaimed materials.

Strategic Apparel: Founded a graphic-led fashion brand; developed original designs, visual identity, garments and packaging, using strategic social media engagement to drive brand awareness.

EARLIER PROFESSIONAL EXPERIENCE

Apple / Backstage Operations Programme Manager · 2019–2025

Led 84 new product introductions and complex multi-market operational rollouts across EMEA, including Apple Pick Up and Ship From Store expansions.

Apple Channel / POS Operations Project Manager · 2016–2020

Managed EMEA merchandising and fixtures, external vendors and maintenance of more than 5,000 point-of-sale systems.

Urban Outfitters / Head of Property Services, Europe · 2011–2016

Led international design-led projects, shop-in-shop installations and retail environments in London, Paris, Milan and Hong Kong, coordinating creative partners and vendors.

American Apparel / Retail Designer & Project Manager · 2006–2010

Personally designed and managed the construction of 25 UK retail stores, taking creative concepts through to finished environments.

EDUCATION

MBA, Project Management emphasis — London School of Business and Finance

BBA, Music Business — Belmont University, Nashville · Trustee Scholarship