Ben Ellis

Freelance Lead UX Designer

Email | Portfolio | LinkedIn

Highlights

- Seasoned UX professional with 20+ years experience
- Multi-disciplinary skillset encompassing both UX design (2007-onwards) and web development (2000-2007)
- Ability to collect business and user requirements and translate into clear UX initiatives
- Effective UX research skills including: competitor analysis, card sorting, A/B and user testing
- Reputation for delivering best-in-class design documentation including: sitemaps, journeys, wireframes and prototypes
- Deep understanding of Figma and design systems (founder of Flex Design System)
- Appreciation of native mobile and responsive web with an interest in emerging technologies (AI, AR)
- Extensive luxury e-commerce exposure (Mulberry, Carolina Herrera, Moncler, Jaguar Land Rover)
- Wealth of experience of working on complex, long term projects
- Wide exposure to an array of project delivery methods including: continuous improvement (CI), sprint and waterfall
- Self-starter with the ability to effectively collaborate with product, design and technical teams
- Engaging presenter with ability to clearly articulate concepts to team members, clients and stakeholders

Key Skills

Design & Prototyping	Figma, Principle, Protopie
Insights	Google Analytics, Content Square, Clarity, Hotjar
Research	Miro, Optimizely, Maze, Optimal Workshop, ChatGPT
Development	HTML, CSS, JS, PHP, WordPress, VS Code, Git
Software Delivery	Azure DevOps, Confluence, Jira, Monday.com, Asana, Trello
Photo & Video	PhotoShop, Lightroom, DaVinci Resolve, Premiere, Final Cut Pro, After Effects
Music Production	Ableton Live 7 Push, iZotope, Arturia, Native Instruments

Experience

Select Brands	BT, Carolina Herrera, Channel 4, Greene King, Jaguar Land Rover, Moncler, Mulberry, Nokia, WWF/Netflix
Select Agencies	B-Reel, Crayon, Critical Mass, Dare, Hi-ReS, Isobar, Karmarama, MPC, Mr. President, Ogilvy, Preloaded, Publicis, Rehab Studio, R/GA, Saatchi & Saatchi, Spark 44, Stink Studios, Unit 9, Work Club, VML Enterprise Services

* For a full list of experience, please see my website

Employment History

Hungry Browser Ltd
Lead UX Designer & Director
May 2008 - Present

- UX consultancy for direct clients and digital agencies across the UK / Europe
- Requirements gathering, project scoping and costing
- UX research, design and strategy
- Common UX deliverables: sitemaps, user journeys, wireframes and prototypes
- UX advocacy, design systems and process development

Mulberry Design PLC
Freelance Lead UX Designer
May 2016 - July 2023

- Ongoing consultancy work across a variety of projects
- UX advocacy and development of design process/tooling within the business
- Improvement of user experience with an emphasis on CRO
- UX strategy, audits, competitor analysis, web analytics, A/B testing
- Production of common UX deliverables
- Design system development (Figma, Sketch, Zeplin)
- Presenting work to key stakeholders and department heads

Design Lab
Course Mentor
Aug 2018 - Aug 2020

- Mentoring students whilst they undertook the UX interaction design course
- Providing timely, written feedback on submitted coursework
- Weekly, one-on-one mentoring sessions (video conference call)
- Sharing of extensive experience across digital design, development and UX

Crayon
Information Architect
Jun 2007 – May 2008

- Developed the IA proposition, methodology and deliverables within the agency
- Site auditing, user journeys, information design, usability/accessibility testing
- Competitor analysis and web analytics reviews
- Production of common UX deliverables
- Championed usability, accessibility and user-centred design within the agency

Hungry Browser (Sole Trader)
Web Developer/Designer
Oct 2002 – Jun 2007

- Requirements gathering, project scoping, strategy and technical consultancy
- Front and back end web design and development
- Bespoke CMS design and development (PHP)
- WordPress, Moveable Type, Expression Engine development
- Cross-browser/platform compatibility testing and benchmarking

LTA Ltd
Junior Web Designer
Sept 2001 - Oct 2002

- Front and back end web design (XHTML, CSS, JavaScript, PHP, MySQL)
- Developed client relationships and acquired new business opportunities

TMP Worldwide
Interactive Product Advisor
Nov 2000 - Aug 2001

- Trained all levels of staff on interactive products and Monster.co.uk
- Developed online marketing and media strategies
- Analysed, interpreted and reported web metrics

TravelChest/IdealBreaks
Web Content Executive
Nov 1999 - Nov 2000

- Worked as part of the content production team within a tech start-up
- Web content design and development using Dreamweaver and PhotoShop

* For a full list of contracts, please view my [LinkedIn](#)

Volunteer Work

WAVES For Development Peru
Volunteer
Oct - Nov 2010

- Teaching English as a foreign language in the local school in Lobitos, Peru
- Involvement in the surf instruction programme as an assistant surf instructor
- Assisting with construction projects within the community
- Raising the awareness of environmental issues
- Surf photography

Education

University of Birmingham
1996 - 1999

- 2:1 BSc Geography (Hons)

Newport Free Grammar
1989 - 1996

- 3 A-Levels: Geography (A), Maths (C), Biology (D)
- 11 GCSE's (grades A* - C)

Work Status

UK

- British citizen with full British passport and clean UK driving licence

Brazil

- Permanent resident's visa with permission to work

Languages

British English

- Native speaker

Brazilian Portuguese

- Limited working proficiency

Interests

- Swimming, surfing, paddle boarding, skateboarding, running, cycling, gym
- Music, music production and playing guitar
- Photography and videography
- Traveling, culture and learning foreign languages
- Cooking and craft beer making

References/Testimonials

- Please see my website or LinkedIn profile for a list of recent testimonials from clients and colleagues
- Additional references available upon request