

Ben Ellis

Freelance Lead UX Designer

[Email](#) | [Portfolio](#) | [LinkedIn](#)



Highlights

- Seasoned UX professional with 20+ years experience across a range of industry sectors and brands
- Multi-disciplinary skillset encompassing UX design (since 2007) and web development (2000-2007)
- Extensive luxury e-commerce experience (Mulberry, Carolina Herrera, Moncler, Jaguar Land Rover)
- Deep understanding of native mobile and responsive web with an interest in emerging technologies (AI, AR)
- Ability to distill client requirements, identify goals and create effective UX strategies
- UX research skills including: UX audits, competitor research and analytics reviews
- Solid reputation for developing high-quality deliverables: sitemaps, user journeys, wireframes and prototypes
- Exposure to a variety of user research methodologies: A/B testing, card sorting and remote user testing
- Articulate communicator with the ability to effectively collaborate with product, design and technical teams
- Comfortable with presenting work to team members, clients and stakeholders
- Wealth of experience of working on projects with durations ranging from one week to several years
- Wide exposure to an array of working styles including waterfall, design sprints, agile and lean

Key Skills

Design	Figma, Sketch, Principle, Protopie
Insights	Google Analytics, Content Square, Hotjar
Research	Optimizely, Maze, Optimal Workshop, ChatGPT
Development	HTML, CSS, JS, PHP, WordPress, Git, Fork, iTerm, Codekit and MAMP
Photo / Video	Adobe PhotoShop, Lightroom, Premiere, After Effects, Final Cut Pro
PM/Documentation	Notion, OmniPlan, Asana, Monday, Trello, Confluence, Jira
Music Production	Ableton, Logic Pro, iZotope, Arturia, Native Instruments, Adobe Audition

Select Experience

Brands	Moncler, Carolina Herrera, Mulberry, Jaguar Land Rover, WWF/Netflix, John Lewis, Channel 4, BT, Nokia, TalkTalk
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, Wunderman Thompson Commerce & Technology (WTC)

* For a full list of experience, please see my [website](#)

Employment History

Hungry Browser Ltd

Freelance Lead UX Designer

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 - Present

- 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** - Teaching English as a foreign language in the local school in Lobitos, Peru
Volunteer - Involvement in the surf instruction programme as an assistant surf instructor
Oct - Nov 2010 - Assisting with construction projects within the community
- Raising the awareness of environmental issues
- Surf photography

Education

- University of Birmingham** - 2:1 BSc Geography (Hons)
1996 - 1999
- Newport Free Grammar** - 3 A-Levels: Geography (A), Maths (C), Biology (D)
1989 - 1996 - 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