



Ben Ellis

Freelance Information Architect & Web Developer/Designer

Mobile: +44 (0) 7941 153275

Email: ben.ellis@hungrybrowser.co.uk

Web site: www.hungrybrowser.co.uk

LinkedIn profile: <http://www.linkedin.com/in/hungrybrowser>

Personal qualities

- Methodical approach to problem solving and excellent attention to detail
- Reliable, punctual and honest with a good sense of humour
- Focused, diplomatic and friendly approach to colleagues and clients
- Exceptional verbal and written communicator
- Key team player with the ability to lead, delegate and guide others

Key expertise

- 10 years experience spanning information architecture, web planning and strategy, design and development
- Involvement in the full life-cycle of a variety of integrated web projects
- Experience of working in the top London agencies, client-side and start-ups both in a F/T and freelance capacity
- Exposure to a range of industry sectors including: financial, telecoms, travel, sports & leisure, lifestyle etc.
- Extensive experience of OmniGraffle, MS Visio & Axure for production of common UX deliverables (wireframes, site maps, user journeys, personas etc.)
- Fluent in Adobe products for interface design & development: Illustrator, PhotoShop, Fireworks, Dreamweaver
- Proficiency in film editing and production using Final Cut Pro, LiveType, DVD Studio Pro
- Operating systems: Mac OS X (used on a daily basis), Windows 9x/NT/XP, Linux/Unix (testing purposes)
- Fluent in MS/Neo Office- Access, Excel, Outlook, Powerpoint, Word, iWork: Keynote, Numbers, Pages

Employment

May '08 - present – Director and Freelance Information Architect – [Hungry Browser Limited](#), Elsenham, Essex

- I am currently working as Consultant Information Architect for a number of major London agencies.
- Clients include: Vodafone, Sony Ericsson, London 2012, Freeview, The FA, Energy Saving Trust
- Tasks include:
 - Development of information architecture strategy & production of common UX deliverables
 - Attendance at internal and external client and team meetings
 - Working alongside concepters, designers and developers
- I also offer IA, website design and development services directly to my own clients

June '07 – May '08 - (Employed) Information Architect – [Crayon](#), 26 Essex Rd, N1, London

- **Clients:** BT, Legal & General, London Captial Group, Just Giving, James Villas, DMA
- Developed the IA proposition, deliverables, templates and methodology within the agency
- Experience of site auditing, user behaviour/journeys, information design, usability/accessibility testing
- Analysed web metrics (Google/Omniture) and market research to gain insight and drive web strategy and IA
- Created IA deliverables including: site maps, competitor analysis, user journeys, wireframes, fallout reports
- Educated internal and external agency stakeholders about the role of IA in the design process
- Championed usability, accessibility and user-centred design within the agency by conducting workshops
- Assisted account managers and planners in the creation of web strategy and scope of work documents
- Briefed designers, developers and copywriters on IA requirements and ensuring recommendations are followed

Oct '02 – June '07 - (Self-employed/Freelance) Web Developer/Designer – [Hungry Browser](#), Elsenham, Essex

- **Agencies:** [Bostock & Pollitt](#), [Blue Barracuda](#), [Crayon](#), [Dare Digital](#), [Duke Interactive UK](#), Electric, [Grand Union](#), [Keepthinking Ltd](#), [SAS Design](#), [OgilvyOne Interactive](#)

- **Clients:** Barclays, Barclaycard, Barratt Homes, BT, Canterbury NZ, DirectGov, Freeview, Krispy Kreme, Lovells, McDonalds UK, Nectar, Nissan UK, PropertyFinder, Sony UK, Sunsilks, TGI Fridays, Vodafone
- **Projects:** IA, dynamic & static websites, Emails, CMS development, HTML/PHP prototypes
- **Selected websites developed autonomously:**
 - www.36degrees.com (IA, design, XHTML/CSS/JS, PHP, MySQL)
 - www.seescotlanddifferently.com.uk (IA, design, XHTML/CSS/JS, PHP, MySQL, bespoke CMS)
 - wst08.hungrybrowser.co.uk (design, XHTML/CSS/JS YouTube integration)
- **Websites developed in collaboration with others:**
 - [Universal Leonardo \(XHTML, CSS, PHP\)](#)
 - [Comune Di Bologna \(XHTML, CSS, PHP\)](#)
 - [The PCF \(XHTML, CSS\)](#)
- Scoped web project requirements, strategy and prepared IA deliverables
- Developed web projects using web standards XHTML, CSS, JS, AJAX, accessibility and usability testing
- Back-end web development: PHP (OOP), MySQL, XML, RSS including source/version control
- Designed and built CMS including bespoke, WordPress, Moveable Type, Expression Engine
- Cross-browser/platform compatibility testing and benchmarking

Sept '01 - Oct '02 - (Employed) Designer/Developer - [LTA Ltd](#), Saffron Walden, Essex

- Front and back end web design and development
- Basic configuration and maintenance of web and network infrastructure
- Developed client relationships and acquired new business opportunities

Nov '00 - Aug '01 - (Employed) Interactive Product Advisor - [TMP Worldwide](#), Chancery Lane, London

- Trained all levels of staff on the Internet, Interactive products and Monster.co.uk
- Liaised and negotiated with media suppliers to achieve best value for clients
- Developed online marketing and media strategies
- Analysed, interpreted and reported web metrics

Nov '99 - Nov '00 (Contract) - Web Content Executive - [TravelChest/IdealBreaks](#), Richmond, Surrey

- Worked as part of the content production team within an Internet Start-Up venture
- Trained staff, scheduled work and delegated tasks
- Researched, developed and edited web site content

Education

- 1996 - 1999 - 2:1 BSc Geography (Honours), [The University of Birmingham](#), Birmingham, UK
- 1989 - 1996 - [Newport Free Grammar School](#), Newport, Essex, UK
 - 3 A-Levels: Geography (A), Maths (C), Biology (D)
 - 11 GCSE's (grades A* - C)

Other qualifications

- Certified Macromedia Dreamweaver Developer
- National Beach Lifeguard Qualification (NBLQ)
- BSA Level 1 Surf Instructor (British Surf Association)

Personal interests

- I am inspired by art, architecture, photography, graphic design and music
- I enjoy shooting and editing short films and have co-produced 3 surfing and 2 skiing/snowboard DVDs
- My sporting interests include skiing, surfing, working out and swimming
- I have travelled widely across Europe and the World completing 2 surfaris: a 19 week round-the-world trip and a 7 week trip to Brazil, both of which included surfing, documenting and filming local cultures

References (available on request)