

Ben Ellis

Freelance IA, User Experience Designer & Developer

Email: info at hungrybrowser dot co dot uk

Website: www.hungrybrowser.co.uk

LinkedIn: www.linkedin.com/in/hungrybrowser

Blog: www.surftide.co.uk

Twitter: www.twitter.com/hungrybrowser

Flickr: www.flickr.com/photos/hungrybrowser

Vimeo: www.vimeo.com/hungrybrowser

Key expertise

- A rare cross-disciplinary skill set combining both creative & technical capabilities
- Proven track record with over a decade's worth of experience in IA, UX, Interface Design & Web Development
- Ability to take complex business problems/requirements & create compelling user-centred design solutions
- A reputation for creating outstanding UX deliverables (wireframes, site maps, user journey) using OmniGraffle
- Rapid prototyping experience using hand-coded HTML/CSS/jQuery, jQuery Mobile, IUI, BootStrap, Axure Pro
- Ability to translate UX deliverables into compelling visual designs using PhotoShop or Fireworks
- Love of web standards & ability to hand-code production-level source code: HTML5, CSS & jQuery
- Experience of working across a full-range of commercial and non-profit sectors
- Appreciation of every stage of a web project life-cycle from conception to delivery
- Intimate knowledge & love for innovation, technology, social media & the web
- Extensive operating system knowledge: Mac OS X, iOS, Android, (Windows for cross-browser testing)

Freelance agency experience

- 20|20, Blast Radius, Blue Baracuda, Bostock & Pollitt, Candi, Cimex, CMW London, Commercial Art, Crayon, Dare, Digital & Direct, Duke Interactive/Avenue A Razorfish, Grand Union, Huddle Creative, Isobar Mobile, Juice Corporation, Keepthinking, Mission London, Ogilvy Interactive, Pirata London, Preloaded, SAS Design, This is Real Art, Unit 9, Work Club.

Employment history

May '08 - present: Freelance IA/UX Designer & Developer – [Hungry Browser Ltd](#), Essex (Director)

- Freelance IA/UX/Design/Development consultancy for direct clients & digital agencies throughout the UK
- Requirements gathering, project scoping & costing
- Design & development of IA & UX deliverables
- Web, mobile and responsive/adaptive interface design & development (HTML5, CSS3, jQuery)
- Open Source back end web development: PHP, MySQL, WordPress framework
- Technical consultancy and implementation
- Business development and administration

June '07 – May '08: Information Architect – [Crayon London](#), 2 Swallow Place, London W1B 2AE (Employed)

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

Oct '02 – June '07: Web Developer/Designer – Hungry Browser, Elsenham, Essex (Sole Trader)

- Development of dynamic and static websites, HTML emails, CMS development, HTML/PHP prototypes
- Requirements gathering, project scoping, strategy & technical consultancy
- Developed web projects using web standards XHTML, CSS, JS, AJAX, accessibility & usability testing
- Back-end web development: PHP (OOP), MySQL, XML, including source/version control
- Designed and built CMS including bespoke, WordPress, Moveable Type, Expression Engine
- Cross-browser/platform compatibility testing & benchmarking

Sept '01 - Oct '02: Junior Web Designer/Developer - LTA Ltd, Saffron Walden, Essex (Employed)

- Front & back end web design & development
- Basic configuration & maintenance of web & network infrastructure

- Developed client relationships & acquired new business opportunities

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

- Trained all levels of staff on the Internet, interactive products & [Monster.co.uk](#)
- Liaised & negotiated with media suppliers to achieve best value for clients
- Developed online marketing & media strategies
- Analysed, interpreted & reported web metrics

Nov '99 - Nov '00: Web Content Executive - TravelChest/IdealBreaks, Richmond, Surrey (Freelance)

- Worked as part of the content production team within an Internet Start-Up venture
- Trained staff, scheduled work & delegated tasks
- Researched, developed & edited web site content using MS Office, Dreamweaver & PhotoShop

Volunteer work

Oct - Nov 2010 - Volunteer, WAVES For Development, Lobitos, Northern Peru

WAVES creates life-enriching experiences in coastal communities through Educational Surf programs that develop youth into healthy & empowered adults.

- Teaching English as a foreign language in the local school
- Involvement in the surf instruction programme as an assistant surf instructor
- Integration within the local community through learning Spanish
- General household duties including cooking, cleaning and shopping for supplies
- Assisting with construction projects within the community
- Raising the awareness of environmental issues
- Surf photography

More information about WAVES here: www.wavesfordevelopment.org

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)

Qualifications

- Certified Macromedia Dreamweaver Developer
- Certified RLSS Beach Lifeguard & BSA (Level 1) Surf Instructor

Personal qualities

- Amazingly organised with a fastidious attention to detail
- Reliable, punctual & honest with a good sense of humour
- Diplomatic & friendly approach to colleagues and clients
- Exceptional verbal & written communicator
- Key team player with the ability to lead, delegate & guide others

Personal interests

- I am inspired by art, architecture, photography, design, music & technology
- I enjoy filming & editing short films & have produced 3 surfing DVDs and 2 skiing/snowboard DVDs
- My sporting interests include skiing, surfing, gym, boxing, swimming & skateboarding
- I have travelled widely completing 4 surfaris: a 10 week volunteer trip to Peru, a 19 week round-the-world trip, a 7 week trip to Brazil & a 5 week California road trip, all of which included surfing, documenting & filming local cultures.

More information about me on my personal blog: www.surfside.co.uk

References & testimonials

- Available upon request or at: www.hungrybrowser.co.uk/about/testimonials