# Ben Ellis

# Freelance UX Designer

Creative & Technical Expert | Figma Specialist | UX Research & Design | Systems-Focused | Detail-Driven, Hardworking & Approachable

Email | Portfolio | LinkedIn



# Highlights

- 25+ years of digital experience, blending UX design with a strong foundation in front and back-end development.
- Specialist in delivering user-centred design across large, complex programmes, including Continuous Improvement (CI).
- Experience in embedded agency-client teams, optimising digital experiences, recently for a UK hospitality brand at VML.
- Proven expertise in shaping UX processes, setting standards, and driving innovation with evolving tools and systems.
- Founder of Flex Design System reflecting deep expertise in tokens, scalable component libraries and workflow efficiency.
- Skilled at balancing business goals with user needs through research, CRO collaboration and analyst-driven insights.
- Extensive luxury e-commerce expertise (Mulberry, Carolina Herrera, Moncler, Jaguar Land Rover).
- Experienced mentor, supporting junior designers and client teams through guidance, shadowing and knowledge sharing.
- Hybrid/remote practitioner, successfully delivering projects across geographies.
- Engaging communicator, adept at presenting to stakeholders at all levels, from delivery teams to C-Suite.

### **Key Skills**

Design & UX	End-to-end UX delivery (research, strategy, journeys, wireframes, prototypes, usability testing). Figma, ProtoPie. Exploring Al-driven workflows (ChatGPT, Figma Make, Cursor).
Research & Insights	Usability testing, CRO and analytics (GA, Content Square, Clarity, Hotjar), competitor research, A/B testing.
Collaboration & Delivery	Mentoring designers, cross-disciplinary collaboration with developers, analysts and researchers. CI, agile and waterfall delivery. Tools: Azure DevOps, Jira, Confluence, Miro.
Technical Foundation	Front- and back-end development (HTML, CSS, JS, PHP, WordPress). Strong grasp of feasibility and technical constraints.

# Select Employment History

VML Enterprise Solutions
Senior UX Designer (Contract)
Sept 2023 - Present

Embedded within a large UK-based hospitality brand, delivering user-centred design across multiple sub-brands. Collaboration with UI design team, CRO specialists and data analysts to ensure insight-driven solutions. Helping to shape UX processes, set deliverable standards, and mentoring junior team members.

Flex Design System Creator / Founder Nov 2024 – Present Created Flex Design System for Figma, a practical, extensible framework supporting scalable, component-driven workflows. Balances usability and adaptability while also serving as a learning resource for designers.

### Hungry Browser Ltd Lead UX Designer & Director

May 2008 - Present

Delivering UX consultancy for agencies and direct clients across the UK and Europe. Highlights include strategy and UX delivery for global brands such as Jaguar Land Rover, Channel 4, WWF/Netflix, BT and Nokia. Recent work includes CI programmes for a major UK-based hospitality client via VML.

### Mulberry Design PLC Freelance Lead UX Designer

May 2016 - July 2023

Long-term consultancy focused on evolving UX practice and improving CRO for the iconic British luxury fashion brand. Shaped strategy, audits, competitor analysis and design processes. Developed design systems in Figma, Sketch and Zeplin, and presented to senior stakeholders.

#### More Air

Freelance Lead UX Designer Mar 2022 – Feb 2023 Led UX strategy and design for harmonisation of mobile networking tools for a global telecoms client. Produced wireframes, prototypes and testing plans, collaborating with teams across the UK, EU, India and Australia.

#### MerchantCantos

Freelance Lead UX Designer Apr 2021 – Aug 2021 Led the UX redesign of iFit, a global fitness brand based in Logan, Utah. Delivered IA, wireframes and prototypes, collaborating with MerchantCantos teams in London and New York.

#### **B-Reel Barcelona**

Freelance Lead UX Designer Jul 2019 – Apr 2021 Launched two global e-commerce platforms: a responsive website for Carolina Herrera and a native iOS app for Moncler. Led end-to-end UX delivery, balancing brand storytelling with commerce performance.

#### **B-Reel London**

Freelance UX Designer Jul 2018 – Sept 2018 Contributed to the Our Planet collaboration between Netflix and WWF, creating a digital platform that blended entertainment, education and environmental awareness. Delivered UX strategy, information architecture and wireframes that shaped a rich, interactive user experience.

#### Spark44

Freelance Senior UX Architect Sept 2018 – Mar 2019 Jun 2019 – Jul 2019 Supported Jaguar Land Rover projects. Delivered accessibility audits, user journeys and wireframes, collaborating with UI designers and presenting to stakeholders.

#### Earlier career

For a full list of contracts between 2000-2019, please view my <u>LinkedIn</u> Web Developer/Designer at Hungry Browser (2002–2007), Information Architect at Crayon (2007–2008), and digital roles at LTA, TMP Worldwide and TravelChest. This period built strong technical foundations in front- and back-end development, informing my practical UX approach.

### Education

University of Birmingham

1996 - 1999

- 2:1 BSc Geography (Hons)

**Newport Free Grammar** 

- 3 A-Levels: Geography (A), Maths (C), Biology (D)

1989 - 1996

- 11 GCSE's (grades A\* - C)

# Right To Work/Languages

- British citizen with full British passport and clean UK driving licence
- English: Native speaker, Brazilian Portuguese: Limited working proficiency

### References/Testimonials

- Please see my website or LinkedIn profile for a list of recent testimonials from clients and colleagues