Ben Ellis

Design Systems & UX Consultant

Freelance UX designer helping brands design faster, more consistently and with measurable results, through design systems, AI-assisted workflows and data-driven UX.

Email | Portfolio | LinkedIn

Highlights

25+ years in digital	Combining UX design with a front and back-end development background.
Design systems	From early UI libraries to co-architecting and now owning a 13-brand design system for Greene King.
AI-assisted design in practice	Audited and documented a production design system with the Figma Agent, and built working Figma Make prototypes with dynamic data.
Data-driven UX and CRO	Designs test variants with CRO specialists and data analysts, from hypothesis to results.
Industry sectors	From luxury fashion (Mulberry, Carolina Herrera, Moncler) to Nokia's network engineering tools and a hospitality platform behind 1,000+ venues.
Trusted lead and mentor	Presents to stakeholders up to C-suite, onboards designers across agencies, and mentored for Designlab. Published in Design Systems Collective, Bootcamp and Prototypr.

Key Skills

Design systems	Token and variable architecture, multi-brand theming and modes, responsive components, slots, documentation and governance. Figma; previously Sketch.
AI-assisted workflows	Figma Agent for audits and documentation; Figma Make for working prototypes, acceptance criteria and test scripts; Claude and ChatGPT.
Design and UX	End-to-end UX: research, strategy, journeys, IA, wireframes, prototypes and usability testing. Figma.
Research and CRO	A/B testing, usability testing, analytics (GA4, Contentsquare, Clarity, Hotjar), competitor research.
Delivery	Agile, waterfall and continuous improvement. Azure DevOps, Jira, Confluence, Miro.
Technical foundation	HTML, CSS, JavaScript, PHP, WordPress. A developer's eye for feasibility and handover.

Select Employment History

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

Embedded with Greene King, leading UX across 13 brands and 1,000+ venues.

Co-architect and, since July 2026, sole owner of the multi-brand design system.

One set of components runs from greyscale wireframes to final branded UI.

Audited and documented the system with the Figma Agent, with guidelines for AI tools.

Led UX for continuous improvement, booking, the corporate site and CRO test variants.

Built Figma Make prototypes with dynamic data; automated acceptance criteria and test scripts.

Flex Design System Creator / Founder *Nov 2024 - Present*	Created Flex Design System. A Figma design system for UX and UI designers, built on variables and modes: one frame switches theme, breakpoint and language (24 combinations). Its guidelines are written for people and AI agents. flexdesignsystem.com
Critical Mass Freelance Senior UX Designer *July - August 2023*	Led the UX and designed a tailored Figma component library for a financial advisers' portal in financial services.
Hungry Browser Ltd Lead UX Designer & Director *May 2008 - Present*	Limited company for all contract and consultancy work since 2008.
Mulberry Design PLC Freelance Lead UX Designer *May 2016 - July 2023*	Seven years shaping UX and CRO for the British luxury brand: A/B testing strategy, audits and an in-house design system (Sketch, then Figma).
More Air Freelance Lead UX Designer *Mar 2022 - Feb 2023*	Led UX for Nokia's network engineering tools redesign: a UX audit of a specialist suite, and migration to their new design system, prototypes and test plans, with teams across the UK, Europe, 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*	Led end-to-end UX for two global e-commerce platforms: a responsive website for Carolina Herrera and a native iOS app for Moncler.
B-Reel London Freelance UX Designer *Jul 2018 - Sept 2018*	Delivered UX strategy, information architecture and wireframes for the Our Planet collaboration between Netflix and WWF.
Spark44 Freelance Senior UX Architect *Sept 2018 - Mar 2019* *Jun 2019 - Jul 2019*	Delivered accessibility audits, user journeys and wireframes, collaborating with UI designers and presenting to stakeholders for Jaguar Land Rover (JLR).
Earlier career For a full list of contracts between 2000-2019, please view my LinkedIn	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 - 2:1 BSc Geography (Hons)
1996 - 1999

Right To Work/Languages

- British citizen with full British passport
- English: Native speaker, Brazilian Portuguese: Limited working proficiency

References/Testimonials

- 47 recommendations on LinkedIn
- References available upon request