



# Ben Ellis

Freelance UX Designer & Consultant, London, UK

**UX Design Portfolio:** [hungrybrowser.co.uk/ux-design-portfolio](http://hungrybrowser.co.uk/ux-design-portfolio)

**Testimonials:** [hungrybrowser.co.uk/testimonials](http://hungrybrowser.co.uk/testimonials)

**LinkedIn Profile:** [linkedin.com/in/hungrybrowser](https://www.linkedin.com/in/hungrybrowser)

**YunoJuno Profile:** <https://app.yunojuno.com/p/hungrybrowser>

**Email:** [info at hungrybrowser dot co dot uk](mailto:info@hungrybrowser.co.uk)

## Summary

I'm the multi-disciplinary, middle man that sits between strategy, visual designers and developers. I get involved throughout the entire UX lifecycle of a project. My contribution ensures that the digital products produced carefully balance the needs of users with the business goals of clients.

I've been working in digital for over 15+ years. I began as a web developer in late 1999 and after eight years I moved into IA/UX in 2007. By freelancing for most of my working life I've developed a proactive, pragmatic and no-nonsense approach. I've gained exposure to a multitude of working environments and have the ability to communicate with people at all levels.

I always strive to simplify, avoid jargon and clearly articulate my UX expertise. I'm at my best when working on challenging projects with talented teams. I like to innovate, have fun and enjoy telling a few jokes along the way.

## Key Expertise

- Extensive experience of end-to-end UX process (agile, lean and waterfall) across a range of sectors
- Thorough understanding of mobile, adaptive, responsive and responsible web technologies (RWD/RESS)
- A keen eye for design, animation and micro-interactions and their importance in creating immersive experiences
- Prototyping & Interaction Design: Sketch, Flinto, Principle, Framer, Axure RP, InVision, Foundation, HTML/CSS/JS
- Solid reputation for creating outstanding UX deliverables (site maps, user journeys, personas, wireframes)
- Team player with ability to collaborate with stakeholders, project managers, visual designers and developers
- Web Standards advocate with ability to hand-code HTML, CSS, Sass, JavaScript, Coffee Script, jQuery, PHP, SQL
- Intimate knowledge and love for innovation, technology, and the mobile web

## Agency/Brand Experience

20|20, 8 Inc, Blast Radius, Blue Baracuda, Bostock & Pollitt, Byng Systems, Candi, Cimex, Coast Digital, Collective London, CMW London, Commercial Art, Crayon, Dare, Dam Digital, Deep LLP, Digital & Direct, Duke Interactive/Avenue A Razorfish, Glue Isobar, Grand Union, Hi-ReSI, Hi Mum! Said Dad, Huddle Creative, Isobar Mobile, Juice Corporation, Karmarama, Keepthinking, Mission London, Moving Picture (MPC), Mr. President, Mulberry, Ogilvy Interactive, Pirata London, Preloaded, Publicis Blueprint, Rehab Studio, R/GA London, Saatchi & Saatchi London, SAS Design, TCO London, This is Real Art, Travel Supermarket, Unit 9, Weir & Wong, Work Club.

## Employment History

**May 2008 - present: Freelance UX Design Consultant (Director) - [Hungry Browser Ltd](#), Hertfordshire**

- Freelance UX Design consultancy for direct clients & digital agencies throughout the UK
- Requirements gathering, technical project scoping/costing
- Content modelling
- Design & development of common UX deliverables
- Prototyping & Interaction Design
- Front/back-end web, mobile and responsive/adaptive development

**June 2007 – May 2008: Information Architect – [Crayon London](#), 2 Swallow Place, London W1B 2AE (Employed)**

- Brands: 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 2002 – June 2007: Web Developer/Designer – Hungry Browser, Elsenham, Essex (Sole Trader)**

- Front & back end web design & development (XHTML, CSS, JavaScript, PHP, MySQL)
- Requirements gathering, project scoping, strategy & technical consultancy
- Designed and built CMS including bespoke, WordPress, Moveable Type, Expression Engine
- Cross-browser/platform compatibility testing & benchmarking

**Sept 2001 – Oct 2002: Junior Web Designer/Developer – LTA Ltd, Saffron Walden, Essex (Employed)**

- Front & back end web design & development (XHTML, CSS, JavaScript, PHP, MySQL)
- Developed client relationships & acquired new business opportunities

**Nov 2000 – Aug 2001: 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 1999 – Nov 2000: 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
- Assisting with construction projects within the community
- Raising the awareness of environmental issues
- Surf photography

## **Education**

- 1996 - 1999 - 2:1 BSc Geography (Hons), [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)

## Languages

- British English (native)
- Brazilian Portuguese (basic)

## Certifications

- Certified Macromedia Dreamweaver Developer
- 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
- Always willing to learn with the ability to adapt and work well with new people and processes
- Clear and concise verbal & written communicator

## Personal Interests

- I am inspired by art, architecture, [photography](#), design, music & technology
- My sporting interests include skiing, [surfing](#), stand up paddle boarding, gym and swimming
- I have travelled widely around the world and enjoy filming & editing [short films](#)
- I love food, cooking and brewing my own [craft beer](#)
- I care deeply about where I live and I'm on the board of directors for our residents association