



Ben Ellis

Freelance UX Designer & Consultant

UX Design Portfolio: hungrybrowser.co.uk/ux-design-portfolio

Testimonials: 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 a professional, Lead UX Designer with 17 years industry experience. Working under the moniker of Hungry Browser I'm based in Bishops Stortford (Hertfordshire, UK). I work both remotely or in-house (client side or agency) and I'm available for hire on a consultancy basis across London, the UK and across Europe.

Key Expertise

- Extensive experience of end-to-end UX process across most industry sectors
- Requirements gathering and user/competitor research
- Reputation for outstanding UX deliverables (site maps, user journeys, personas, wireframes, pattern libraries)
- Wealth of experience prototyping & designing interactions for iOS and responsive web experiences
- Comfortable presenting to clients/stakeholders
- Thorough understanding and love of native mobile, adaptive and responsive web technologies
- Multi-disciplinary skillset encompassing both design and development
- Keen eye for visual design, animation and micro-interactions
- Exposure to an array of working styles (design sprints, agile, lean and waterfall)
- Team player with ability to collaborate with stakeholders, project managers, visual designers and developers

Tools

My current UX 'tool box' consists of the following:

- Pencil/Pen & Paper
- Post-It Notes
- Sketch
- Adobe Creative Suite
- Flinto For Mac
- Principle For Mac
- Framer Studio
- Axure RP
- Foundation, HTML, CSS, JavaScript, PHP, WordPress
- Git
- Codekit
- MAMP

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, Eight Inc, Glue Isobar, Grand Union, Hi-ReSI, Hi Mum! Said Dad, Huddle Creative, Isobar Mobile, Juice Corporation, Karmarama, Keepthanking, Market Gravity, Mission London, Moving Picture (MPC), Mr. President, Market Gravity, Mulberry, Ogilvy Interactive, Pirata London, Preloaded, Publicis Blueprint, Reason, Rehab Studio, R/GA London, Saatchi & Saatchi London, SAS Design, Stink Studios, 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

- 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