



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>

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Summary

I'm a seasoned UX Designer who's been creating digital experiences since 1999. I work on-site and remotely with clients across London, Europe & beyond.

Key Expertise

- Experience of end-to-end UX process across most industry sectors
- Requirements gathering and user/competitor research
- Reputation for outstanding UX deliverables
- Wealth of experience prototyping interactions for iOS and responsive web
- Comfortable presenting to clients/stakeholders
- Thorough understanding of native mobile 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 etc.)
- Ability to collaborate with stakeholders, PMs, 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, Glue Isobar, Grand Union, Hi-ReSI!, Hi Mum! Said Dad, Huddle Creative, Isobar Mobile, Juice Corporation, Karmarama, Keepthinking, Market Gravity, Mission London, Moving Picture (MPC), Mr. President, Mulberry, Ogilvy Interactive, Pirata London, Preloaded, Publicis Blueprint, Reason, Rehab Studio, R/GA London, Saatchi & Saatchi London, SAS Design, Stink Studios, TCO London, The Observer Effect, 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