



Ben Ellis

Freelance UX Designer

Portfolio: hungrybrowser.co.uk
Testimonials: hungrybrowser.co.uk
LinkedIn: hungrybrowser
Email: cv@hungrybrowser.co.uk

Key Expertise

- Extensive e-commerce and luxury brand experience including: Carolina Herrera, Mulberry & Jaguar/Land Rover
- Experience of end-to-end UX process across a range of industry sectors
- UX research & analysis including heuristic evaluations, UI audits, analytics reviews & competitor research
- IA skills including content audits, card sorting, content mapping & development of user journeys/sitemaps
- Wealth of experience prototyping complex screen flows and micro-interactions for iOS and responsive web
- Reputation for creating outstanding, common UX deliverables (sitemaps, wireframes, user flows)
- Mentoring design students on Design Lab's Interaction Design course
- Comfortable presenting to clients/stakeholders
- Thorough understanding of native mobile and responsive web technologies
- Multi-disciplinary skillset encompassing both design and development
- Exposure to an array of working styles (design sprints, agile, lean etc.)
- Ability to collaborate with stakeholders, PMs, designers and developers

Design Tools & Software

- Sketching & ideation: Pencil, pen, paper & Post-It notes
- Wireframes, sitemaps and user journeys: Sketch
- Prototyping: Flinto For Mac, Principle For Mac, InVision/InVision Studio, Framer, Axure RP
- Google: Drive, Docs, Sheets and Slides
- Adobe Creative Suite
- Front end development: HTML, CSS, JavaScript, Foundation, Bootstrap, PHP, WordPress
- Version Control & Server: Git, iTerm, Codekit & MAMP

Agency Experience

20|20, 8 Inc, Blast Radius, Blue Baracuda, Bostock & Pollitt, B-Reel, Byng Systems, Candi, Cimex, Coast Digital, Collective London, CMW London, Commercial Art, Crayon, Dare, Dam Digital, Deep LLP, DesignLab, Digital & Direct, Duke Interactive/Avenue A Razorfish, Glue Isobar, Grand Union, Hi-ReS!, 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, Reason, Rehab Studio, R/GA London, Saatchi & Saatchi London, SAS Design, Spark 44, 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, UK

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

Employment History Continued...

Oct 2016 - present: Senior UX Designer – The Observer Effect, London, UK

As part of The OE's multidisciplinary team, I help business and startups bring-to-life their visions through UX, visual design and rapid prototyping.

Projects to date have focused on challenging the norms and harnessing innovative technologies (such as AI) to rapidly bring products and services to market within the personal finance and technology distribution sectors.

May 2016 - present: Freelance Lead UX Designer & Consultant, Mulberry, London, UK

Ongoing consultancy work for luxury brand, Mulberry. Working with their in-house digital design, development and e-commerce teams across a number of projects to help improve Mulberry's user experience.

Duties include: UX audits, UI inventory, web analytics review and reporting, heuristic evaluations, stakeholder & department presentations, pattern library development, prototyping using Sketch, Flinto, Principle, HTML, Foundation.

August 2018 - present: Mentor, Design Lab, Remote

Providing mentor support to students studying on the UX: Interaction Design course.

June 2007 – May 2008: Information Architect – Crayon, London

- Developed the IA proposition, deliverables, templates & methodology within the agency
- 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

Oct 2002 – June 2007: Web Developer/Designer – Hungry Browser, Elsenham, Essex

- 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

- 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

- 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

- 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)

Social Links

- **Medium:** <https://www.medium.com/@hungrybrowser.co.uk>
- **Facebook:** <https://facebook.com/hungrybrowser>
- **Twitter:** <https://www.twitter.com/hungrybrowser>
- **Instagram:** <https://www.instagram.com/hungrybrowser>
- **Vimeo:** <https://vimeo.com/hungrybrowser>
- **LinkedIn:** <https://www.linkedin.com/in/hungrybrowser>
- **Yuno Juno:** <https://app.yunojuno.com/p/hungrybrowser>
- **Easle:** <https://easle.co/user/hungrybrowser>
- **Remote:** <https://remote.com/hungrybrowser>
- **Design Lab:** <https://trydesignlab.com/hungrybrowser/>