



Ben Ellis - Freelance Lead UX Designer

- UK-based with 20+ years digital experience
- E-commerce & luxury brand specialist

[Portfolio](#) | [Email](#) | [LinkedIn](#) | [Medium](#)

Expertise

- 20+ years experience working in digital technology & advertising (13 in UX, 7 in development)
- Multi-disciplinary skillset encompassing design, UX and development
- Extensive e-commerce, luxury/fashion brand experience
- Working with clients to distill business requirements and define key goals
- Development of UX strategies that champion user needs and business goals
- Experience of working on UX challenges with durations ranging from a week to several years
- UX research & analysis including heuristic evaluations, UI audits, analytics reviews & competitor research
- Solid reputation for designing & delivering sitemaps, user journeys, user stories, wireframes & prototypes
- Expert knowledge of modern software including Figma, Sketch, Zeplin, Protopie, Jira & Confluence
- Deep understanding of both native mobile and responsive web technologies
- Ability to collaborate and gel with both creative and technical teams
- Comfortable presenting work to clients & stakeholders
- Mentoring design students on Design Lab's Interaction Design course
- Exposure to an array of working styles including waterfall, design sprints, agile, lean etc.

Software/Tools

- Sketch, Figma, Zeplin (wireframes, sitemaps, user journeys, basic prototypes)
- Figma, Protopie, Sketch, Flinto, Principle (high fidelity prototyping)
- Google Analytics, Content Square, Hotjar, Optimizely, Google Sheets (insights & data analysis)
- Adobe PhotoShop, Lightroom (photo manipulation)
- Logic Pro, Adobe Audition, iZotope (audio capture and production)
- Final Cut Pro, Screenflow, Google Slides (screen capture, video editing, presentations)
- HTML, CSS, basic JavaScript, Foundation, Bootstrap, PHP, WordPress (basic front-end development)
- Git, iTerm, Codekit & MAMP (server & version control)
- Primary App, Overflow, Confluence, Jira, Trello, Asana (task management, user stories, documentation etc.)

Brand Experience*

Moncler, Carolina Herrera, Mulberry, Jaguar Land Rover, WWF/Netflix, John Lewis, Avnet, Channel 4, TalkTalk, BT

Agency Experience*

B-Reel, Crayon, Dare, Hi-ReS, Isobar, Karmarama, MPC, Mr. President, Ogilvy, Preloaded, Publicis, Rehab Studio, R/GA, Saatchi & Saatchi, Spark 44, Stink Studios, Unit 9, Work Club

* For a full list see [website](#).

Employment History

May 2008 - present: Freelance Lead UX Designer – Hungry Browser Ltd, Hertfordshire/London

- UX Design consultancy for direct clients & digital agencies throughout the UK & Europe
- Requirements gathering, technical project scoping/costing
- Design & development of common UX deliverables
- Prototyping & Interaction Design

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

Ongoing consultancy work across a number of projects to help improve Mulberry's user experience. Duties include: UX strategy, audits, UI inventory, web analytics review and reporting, heuristic evaluations, stakeholder & department presentations, pattern library development and prototyping.

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 strategy and IA
- Created IA deliverables including: site maps, competitor analysis, user journeys, wireframes, fallout reports
- Championed usability, accessibility & user-centred design within the agency by conducting workshops

Oct 2002 – June 2007: Web Developer/Designer – Hungry Browser (Sole Trader), Essex

- Front & back end web design & development
- 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, London

- Trained all levels of staff on the Internet, interactive products & Monster.co.uk
- 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
- 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)

Work Status

- British citizen with full British passport
- Full UK driving licence

Languages

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