

# Brian Ellwood

Web developer and User Experience Designer

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## Personal Information

Over 25 years experience building and designing websites/apps with 10 years leading teams and technical strategies on the front-end. Extensive experience in Front-End development, engineering and UX design.

My goal is to further enhance my development and design skills and make the web a more beautiful place.

I am fluent in HTML5, CSS including Sass and Less, Javascript, jQuery, AstroJS, JSX/React, PHP, C# and SQL.

## Skills

CSS	★★★★☆
HTML	★★★★☆
Javascript	★★★★☆
PHP	★★★★☆
C#	★★★★☆
React/Astro/JSX/NextJS	★★★★☆
UI/UX Design	★★★★☆

## Platforms

Storyblok, Netlify, 11ty, Umbraco, Wordpress, Asp.NET MVC, Xamarin

## Tools

JIRA, Confluence, Google Analytics, Google Tag Manager, Mixpanel, Vistaly, Qubit, AB Tasty, VWO

## Software

Photoshop, Illustrator, Figma

## Education

BSc Computing Systems Analysis and Design  
Leeds Metropolitan University

## Hobbies



## Follow Me

 [www.linkedin.com/in/brian-ellwood](https://www.linkedin.com/in/brian-ellwood)

## Experience

### Lead Marketing Web Developer at RotaCloud

2022 to Present

**RotaCloud is a SaaS company based in York**

Lead the technical direction, architecture, delivery of RotaCloud's marketing website, developing with modern technologies including Astro, Storyblok and third-party integrations. Manage and mentor the development team while ensuring the site meets accessibility, performance and SEO standards.

Partner with Marketing, Design and Product teams to deliver campaigns, experiments and optimisations from a Continuous Discovery first approach.

**Key achievements:** Planned and architected the migration of existing marketing site over to Storyblok/AstroJS from 11ty/Nunjucks. Implemented full end-to-end tracking of systems using Mixpanel.

### Lead Front-End Developer and UX Designer at Pharmacy2U

2015 to 2022

**Pharmacy2U is the UK's largest online pharmacy providing NHS prescriptions, consultations and over-the-counter products.**

- Led UX design and technical architecture for customer-facing and internal platforms, ensuring core web vitals, accessibility and SEO standards.
- Conducted user research, created wireframes, prototypes and designs following UX best practices.
- Managed analytics implementation and strategy, consulting across business units and partners.
- Developed brand guidelines, coding standards, documentation and UI design kits for internal and white-label products.
- Led the design and front-end development strategy for white label sites and partner integrations.
- Mentored Front-End developers and UX designers.
- Led AB testing and CRO initiatives using Qubit, ABTasty and VWO, providing in-depth analysis.
- Experience working in both Kanban and Scrum agile environments.

**Key achievement:** Designed and developed an internal patient and prescription management tool, earning the Core Value Award for Excellence.

### Front-End Developer at See Green

2010 to 2015

**See Green is a web development and design agency based in York**

Designed and built websites for diverse clients ranging from small businesses to multi-nationals, including the NHS, public sector and social networks. Collaborated with designers and agencies to convert visuals into functional HTML templates with animation and interactivity, integrating them into bespoke content management systems or developing optimised static sites.

**Key achievement:** UX design and development of a new CMS (SeeCMS).

### Freelance Front-End Developer, UX, and Graphic Designer

1998 - present

Full-stack development of websites for small to medium sized companies, ranging from brochureware, company websites, and ecommerce sites. Freelance print design work for the retail sector, designing posters, point-of-sale and in-store displays in-line with brand guidelines.