

# JAMES ELLIS

CONTENT DESIGNER | EDITOR | WRITER

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## ABOUT JAMES

James is a content designer, editor and writer. He is an advocate of Plain English standards, the GOV.UK Digital System (GDS) and its style guide. His focus is on:

- the design of informational content across multiple digital channels
- editorial and writing services
- editorial guidelines, tone-of-voice principles and reading age assessments

James uses iterative and agile methodologies, supported by tools such as Teams, Jira and Kanban Boards, as well as content management systems such as Jadu, WordPress, Gutenberg and GatherContent. He recently designed and wrote the content for:

- [Be.Broxbourne health and wellbeing website](#)
- [Borough of Broxbourne Council's digital services website](#) (given a 93% accessibility rating)
- [UK Visas and Citizenship Application Services website](#)
- [Welwyn Hatfield Borough Council](#) (parts of)

He has a Master's degree with distinction in critical and creative writing from the University of Oxford and is a member of the Society of Authors.

## BUSINESS EXPERIENCE

**Content Designer | Editor** August 2021 to date

Since August 2021, James has been engaged as a direct supplier (against a purchase order) of content design to the Borough of Broxbourne Council. Within that service his company is responsible for delivering:

- content audits and editorial changes to the main council website
- new content and navigation pages
- content design for new council services

Also, within the scope of the purchase order, James provides all the content design and the edited content for the Council's [Be.Broxbourne](#) health and wellbeing website

Content included: web pages, navigation pages, forms  
Tools: Jadu, Wordpress/Gutenberg.

**Content Designer** January 2021 to February 2021

Welwyn Hatfield Borough Council (WHBC) - <https://www.welhat.gov.uk/>

Lead designer for:

- the WHBC content style guide
- initial content for new (Sopra) journeys

Content included: web pages, help text, form and field titles  
Tools: Jadu, Word and Teams.

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## **BUSINESS EXPERIENCE** (continued)

### **Content Designer** January 2020 – March 2020

Broxbourne Borough Council - <https://www.broxbourne.gov.uk>

Lead designer for:

- COVID-19 updates to support businesses and individuals
- content to support new customer journeys
- migrating content from the previous website to the new website

Content included: web pages, letters, emails, SMS, help text, form and field titles

Tools: Jadu and Teams.

### **Content Designer** March 2019 – September 2019

Broxbourne Borough Council - <https://www.broxbourne.gov.uk>

Lead designer for:

- tone of voice and writing guidelines for digital services and social media platforms
- all content for web pages, email and confirmation pages, form labels, error messages and hint text
- privacy policy and cookie notices
- screen text for location assets

Tools: Jadu, Jira, Teams and GatherContent.

### **Content Designer** May 2018 – September 2018

UK Visa and Citizenship Application Services - <https://www.ukvcas.co.uk>

Lead designer for:

- tone of voice and writing guidelines
- all content for core and additional services, alerts and error messages
- terms and conditions, privacy policy and cookie notices
- all location assets including posters and screen text

### **Solution Director** December 1999 – December 2016

#### **CSC Computer Sciences**

James worked for CSC Computer Sciences for 17 years as a bid writer, project manager, programme director and solution director. He was the Business Process Solution Executive for CSC's Telehealth and Coordinated Healthcare offerings, and for seven years was CSC's global solution and programme director for the overseas biometric-enabled visa application programme, working alongside stakeholders in the UK, Australian and Schengen governments. He was directly responsible for the in-country set up of visa application centres in the Americas, Western Europe, North Africa and the Middle East (including Iraq).

At the end of 2016 James took voluntary redundancy in order to divide his time between business writing and working on his own creative projects. While he was at CSC he worked on the following assignments:

#### **BPO Designer**

Telehealth & Coordinated  
Healthcare

March 2013 - December  
2016

James had the responsibility for developing the business process aspects of CSC's Telehealth and Integrated and Coordinated Care.

James worked alongside existing industry providers, clinicians and healthcare experts, patients, CCGs and Acute Trusts to develop patient-centric and technology-enabled solutions.

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## **BUSINESS EXPERIENCE (continued)**

### **Programme & Solution Director**

UKVI / UK Border Agency / DIAC Account

Biometrically-enabled Visa Application Processing  
March 2007 - March 2013

James was the Programme and Solution Director on the UK Border Agency Account, responsible for all business development proposals and acting Account Executive when the Account Director was absent. He was also the Proposal Director for GCC and Schengen BPO pursuits.

He was directly responsible for deploying the visa application service in Jamaica, Algeria, Egypt, Germany, Italy, Jordan, Libya, Switzerland, Serbia, Brazil, France, Turkey, Lebanon and Canada.

This included managing customer expectations, managing the teams in the countries, and managing the local transition plans for each country - including the premises, construction, the IT, the set-up of legal entities, the flow-down of subcontracts, the processes and procedures, the training and the successful go-live and transition acceptance.

### **Solution Director**

Urenco Enrichment Company (bid)  
April 2006 - March 2007

This pursuit was a full IT outsource. James's role was to lead the technical solution proposal teams ensuring that the solution embodied CSC's win themes and differentiators, as well as meeting Urenco's needs and requirements. James responsibilities included developing a solution that covered the process, organization, location, data, applications, and technology domains. The bid was successful.

### **Solution Manager**

BAE Systems (re-compete)  
April 2005 - March 2006

James worked on the BAE Systems re-compete that had a total contract value of more than \$1.9billion. As with previous solution management roles his responsibilities were to define the framework solution, direct the solution team and ensure that the solution was deliverable both technically and commercially. The bid was successful.

### **Solution Manager**

MoD DII (bid)  
January 2004 - March 2005

The MoD's defence integrated infrastructure (DII(F)) was a ten-year contract valued at £4billion plus £3billion in 3rd party contracts. James was responsible for defining and costing the solution that covered the Radii test and integration facility (TIF), application and web site development support, application portfolio management, application and data discovery, the access mechanisms for the business applications and all data migration. The bid was unsuccessful.

### **Solution Manager**

NHS NW & WM Cluster (bid)  
October 2003 - January 2004

The National Programme for IT (NPFIT) North West & West Midlands Cluster Integrated Care & Record Systems (ICRS) was a systems integration and managed services opportunity. James's role was to ensure that the application solution was deliverable and signed off by the Application Services line of service. This included managing the text, cost teams and risk teams; and producing the NHS resource models. The bid was successful.

### **Emerging Technologies Practice Manager / Information Architect**

April 2000 - October 2003

James ran the User Experience Engineering practice. He was responsible for the career development of 450+ technical consultants across multiple accounts in the UK and Europe.

James was the client-side technical project manager for the implementation of the TasteForWine internet site; and was the lead Information Architect for the following start-up organisations:

- LevelSeas net market
- Translogistica net market
- MyYahoo for Medical Practitioners internet site

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## BUSINESS EXPERIENCE (continued)

### **Managing Consultant / Information Architect**

December 1999 - April  
2000

James joined the Consulting and Systems Integration (C&SI) division of CSC in December 1999 specialising in Information Architecture. He initially worked on the Dupont sponsored Health & Lifestyle portal bid and the PaperX.com net market.

### **Principal Information Consultant** [SEP] July 1994 – December 1999 [LTTTLLT] [SEP] [SEP] [SEP] [SEP] **TMS Information Solutions Limited**

TMS Information Solutions was an information consultancy that, in 1999, was acquired by Parity Solutions.

James worked on corporate intranet projects, providing design, development and delivery consultancy. This also included providing pre-sales and bid support for the TMS Business Managers as well as managing and building customer relationships.

James was one of the longer serving members of the Intranet Solutions Group (ISG) and as such provided internal group support and mentoring. As his role developed James attended Lotus Notes application development training and delivered bespoke Notes solutions to a number of clients, becoming the lead Notes consultant. After the Parity take-over James expanded his role into eBusiness activities, developing an eBusiness operating model and providing bid support for Parity's eCommerce engagements.

### **Principal User Interface (UI) Designer** March 1989 – July 1994 [LTTTLLT] [SEP] [SEP] [SEP] **Digital Equipment Corporation (DEC)**

Digital Equipment Corporation was a global manufacturer of computers and the developer of the VAX, VMS, openVMS and the Alpha chip, employing, at its peak, over 120,000 people worldwide.

James joined the Retail Banking Engineering Group (RBG) as a Senior User Interface Designer, providing online user information analysis, design and development to both RBG and external customers. In 1991 he was promoted to Principal UI Designer with responsibility for other editorial and technical teams based at Reading.

When DEC bought part of Philips Electronics, James took on the management responsibility for the UI developers in Stockholm. In 1992 James was one of the first cohort of writers to develop information on an HTTP server using the hypertext markup language (HTML) for hypertext and hypergraphics – the early World Wide Web.

Although still primarily a development group, RBG began providing solution architectures and IT infrastructures for account bids within and beyond the retail banking space. To support this James became responsible for delivering the object-oriented business analysis and design component of all retail banking bids. In his final year at DEC James began working with internet technology with the responsibility for developing this capability within DEC UK.

### **Senior Technical Writer** [LTTTLLT] [SEP] December 1986 – March 1989 **Camtec Electronics Limited**

James joined Camtec, a small engineering company developing Packet Assemblers Disassemblers (PADs), as a Senior Technical Writer working on the company's data communications products. After 18 months he was promoted to User Information Team Leader and given responsibility for the design, development and delivery of all the products' training and documentation collateral.

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## **BUSINESS EXPERIENCE (continued)**

**Freelance Technical Writer** [SEP] [SEP] March 1986 – December 1986

[SEP] **Hollandse Signaal Apparaten (Philips)** [SEP]

[SEP] [SEP] [SEP] [SEP] James joined Philips in Holland as a freelance Technical Author. He worked on the system support for two radar systems: the first being installed in Riyadh and Lisbon airports; the second being installed in Rotterdam harbour. James was based in Apeldoorn.

**User-Liaison Writer** [SEP] [SEP] July 1981 – September 1983 [SEP] [SEP] [SEP] [SEP]

[SEP] **PCW Underwriting Agency**

James joined PCW's user-liaison department in 1981. PCW was an underwriting agency at Lloyds, controlling a number of boxes for insurance and reinsurance business including, marine, non-marine and aviation. James worked for the R&D area, liaising with users when new systems were released into production.