Ellina Morits

UX Researcher & Designer

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Experience

Sberbank Technology | UX Designer
August 2016 - Present | Moscow, Russia
Sberbank Technology is a Russian IT company providing services in software development and implementation for Sberbank of Russia. Responsibilities include user research, prototyping, usability testing and technical documentation in an agile environment.
- Synthesise user actions into GOMS (Goals, Operations, Methods, Selection) framework.
- Carry out ethnographic field studies in client facing banking environments as well as internal workspaces.
- Utilise a wide variety of usability testing methodologies such as remote moderated testing, lab studies and eye-tracking.
- Regularly report to team leads and project managers on user testing sessions, user research and product development.

Independent | UX Consultant
May 2016 - August | Milan, Italy
Strategy and discovery projects with various small businesses to synthesize and translate research into actionable insights, concepts and strategic solutions. Consulted on areas related to e-semiotics, ethnography, consumer psychology, market research, interface design, journey mapping and usability testing.

Joy Yaffe Private Brand Consulting | Business Development Associate
January 2016 - May 2016 | Milan, Italy
Joy Yaffe Private Brand consulting is a high-fashion and luxury consultancy specialising in brand strategy and market trends. While working at this company I was responsible for identifying business development opportunities as well as digital marketing and omnichannel experience solutions.

Amadeus Brewery | Brand Consultant
October 2014 - November 2015 | Milan, Italy
Amadeus Brewery is an independently owned Russian craft brewery. During my time with this company I was responsible for coordination with suppliers and clients for business devepment and logistics. Also conducted market research related to demographic craft beer trends.

Education

University of Michigan
Online Certificate - UX Design Specialisation

University of California, San Diego
Interaction Design Specialisation

Lomonosov Moscow State University (MSU)
Bachelors - Intercultural Communication

METHODOLOGIES
affinity diagramming
contextual inquiry
heuristic evaluation
persona design
storyboards
moderated remote usability testing
ethnographic research
card sorting
agile
journey mapping

TOOLS
InVision
Sketch
OmniGraffle
Balsamiq
CrazyEgg
Whiteboards
POPapp
KISSmetrics
Pen, Pad, and Paper
Google Anaylitics

LANGUAGES
English
Italian
Russian

INTERESTS
snowboarding
craft beer
design
UX
cinema
technology

LEADERSHIP
Interpreter - British Council 2011 - 13

CERTIFICATES
Human - Computer Interaction (IDF)
Psychology of Interaction Design (IDF)