

# Ellina Morits

Aspiring UX Designer

Milano, Italy



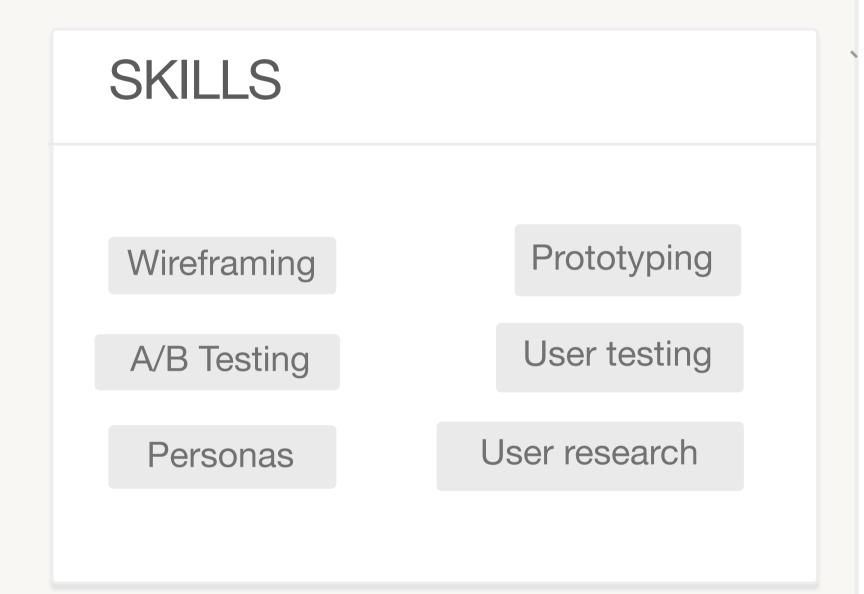
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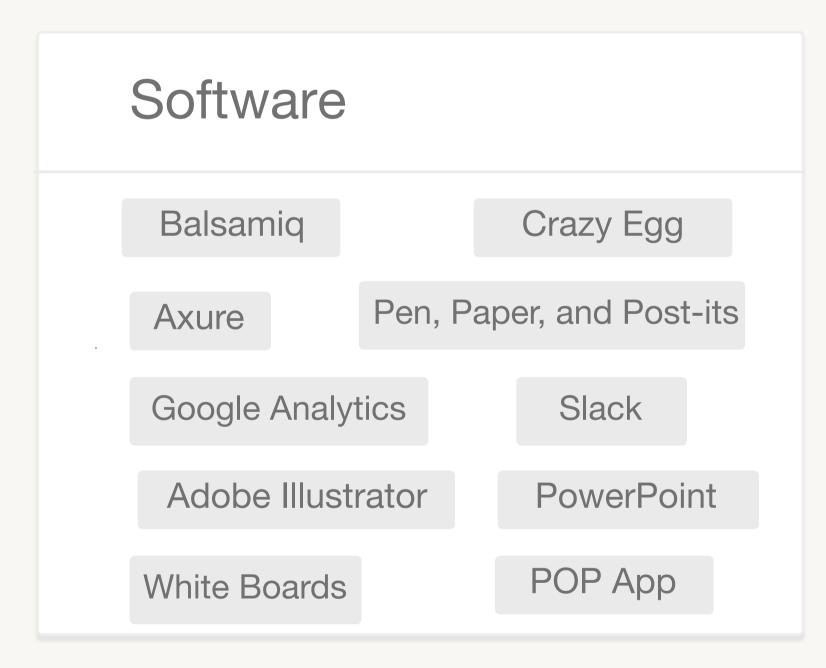
ellina.morits@gmail.com

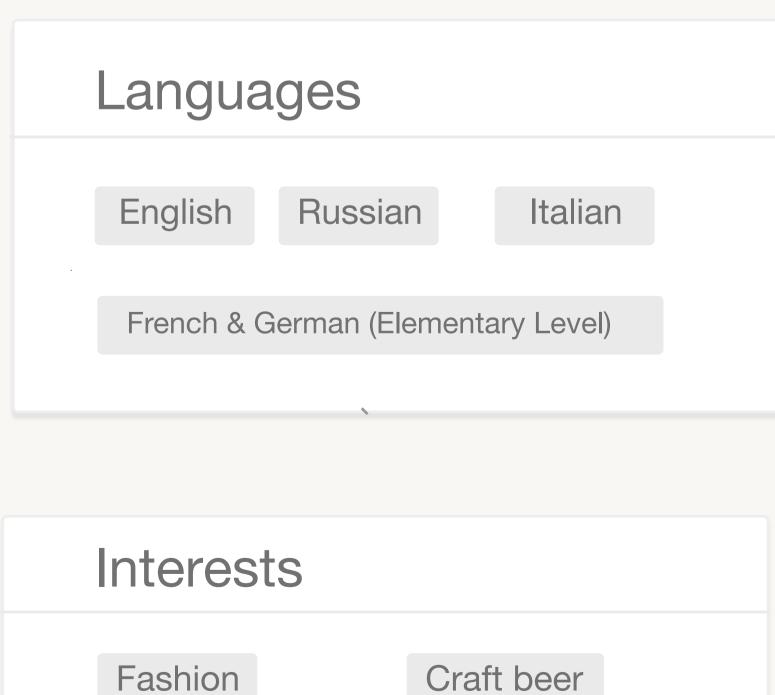


Skype: Ellina\_morits

Linkedin.com/in/emorits







Languages

Fine dining

UX

Digital media

Social media

Travel

## BACKGROUND

# **EXPERIENCE**

O May 2016 - Current

#### Freelance - UX Consultant

- Working on improving digital user experience with various independently owned small businesses in my community.
- O January 2016 May 2016

### Joy Yaffe - Private Fashion Brand Consulting

## Office Coordinator & Jr. Business Development Associate

- Assisted in branding strategies for various independently owned high-fashion & luxury brands
- Lead various coordination activites working with press and buyers in fast-paced showrooms
- Identitifed and proposed various business development opportunities by contacting potential brand partners and bringing new accounts to the consultancy.
- Screen potential business deals by analyzing market strategies, deal requirements, potential, and financials.
- Enhanced organization reputation by maintaining fruitful relationships with existing clients.
- Constructed structured time sensitive coordination outlines for office activity deliverables.
- Researching brands and individuals of interest online to identify new leads and potential new markets.
- October 2014 November 2015

### Amadeus Brewery - Remote

#### **Brand Consultant**

- Contacted and coordinated with suppliers and clients for business development and logistic efforts.
- Worked with internal stakeholders on negotiation tactics, pricing, marketing, and sales strategies.
- Conducted market reseach related to key demographic craft beer trends.
- Managed oversight on product development and branding.
- O June 2014 September 2014

## Glam Apple - Moscow, Russia

## PR Operations Manager

- Managed PR operation efforts for luxury accounts such as Zilli, Tod's, and press activities for Louis Vuitton.
- Worked in team settings to formulate bespoke communication efforts related to the Russian luxury market
- Translated news features, advertising campaigns, and digital copy.
- Conducted long-term planning related to operational excellence and client relationship.
- Improved the operational systems, processes and policies related to client satisfaction and KPI reporting.
- O May 2013 January 2014

Vice Magazine - Moscow, Russia

## Digital Editorial Intern

oversaw online analyitics and user engagement



2016 - 2016

University of California, San Diego
Remote Post Graduate Certificate, Interaction Design

2014 - 2015

Istituto Marangoni, Milano, Italy Fashion Business and Brand Management

0 2009-2014

Moscow State University, Moscow, Russia
Foreign Languages and Intercultural Communications