



Ellina Morits

Aspiring UX Designer

Milano, Italy



CONTACT

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CONNECT

Skype: Ellina\_morits  
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SKILLS

- Wireframing
- Prototyping
- A/B Testing
- User testing
- Personas
- User research

Software

- Balsamiq
- Crazy Egg
- Axure
- Pen, Paper, and Post-its
- Google Analytics
- Slack
- Adobe Illustrator
- PowerPoint
- White Boards
- POP App

Languages

- English
- Russian
- Italian
- French & German (Elementary Level)

Interests

- Fashion
- Craft beer
- Digital media
- Languages
- Travel
- UX
- Social media
- Fine dining

BACKGROUND



EXPERIENCE

- May 2016 - Current

**Freelance - UX Consultant**

- Working on improving digital user experience with various independently owned small businesses in my community.
- 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 activities working with press and buyers in fast-paced showrooms
  - Identified 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 research related to key demographic craft beer trends.
  - Managed oversight on product development and branding.
- 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.
- May 2013 - January 2014

**Vice Magazine - Moscow, Russia**


**Digital Editorial Intern**

- oversaw online analytics and user engagement




EDUCATION


- 2016 - 2016

 **University of California, San Diego**

Remote Post Graduate Certificate, Interaction Design
- 2014 - 2015

 **Istituto Marangoni, Milano, Italy**

Fashion Business and Brand Management
- 2009-2014

 **Moscow State University, Moscow, Russia**

Foreign Languages and Intercultural Communications