Ellina Morits

UX Researcher & Designer

linkedin.com/in/emorits
ellinamorits.github.io
ellina.morits@gmail.com

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.

Independent | UX Consultant
May 2016 - August | Milan, Italy

Worked with various local businesses on improving digital user experience, During this time I consulted in various roles such as user research, interface design and competitive strategy.

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 market consultancy specializing in brand strategy and market trends. While working at this company I was responsible for identifying business development opportunities and potential clients, which lead to two new contracts securing low six-figure revenue for the consultancy.

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 development and logistics. Also conducted market research related to craft beer trends.

PR Manager | Glam Apple
May 2014 - September 2014 | Moscow, Russia

Worked in fashion PR representing such luxury brands as Tod's and ZILLI on the Russian market as well as monitoring press activities for Louis Vuittion.

Digital Editorial Intern | Vice Media
May 2013 - January 2014 | Moscow, Russia

Oversaw online analytics and user engagement for Vice Media. Also translated trending stories from English to Russian.

Education

University of Michigan
Online Certificate - UX Design Specialisation

University of California, San Diego
Interaction Design Specialisation

Lomonosov Moscow State University (MSU)
Bachelor's - Intercultural Communication

METHODOLOGIES
affinity diagramming
contextual inquiry
heuristic evaluation
persona design
storyboarding
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 Analytics
Adobe XD

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)