Ellina Morits
UX Researcher & Designer

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Experience

Sky Betting & Gaming | Senior Experience Architect
October 2017 - Present | Leeds, UK

- User research and discovery, experience mapping and leading on user testing for various projects within Bet Tribe.
- Actively involved into high-level strategy sessions: hosting workshops, getting the stakeholders together, advising on how to approach wider challenges, doing proactive discovery work.
- Oversaw UX for the project aimed at increasing loyalty and share of wallet; organised ethnographic studies, ideation sessions, user labs, collaborated with CRO and quantitative research team to launch MVP. Increased engagement with the product by over 50% within the first month.
- Did UX research and validation for an improved transactional flow, worked closely with product on overlapping the experience map with analytics to identify pain points and opportunities. As a result, after the first series of A/B tests projected value is over £1mln.

Sberbank Technology | UX Researcher
August 2016 - August 2017 | Moscow, Russia

- Led a few streams within a big project of uniting all internal banking tools.
-Was part of delivering an iPad app for B2B managers, enabling them to do more onsite client visits, resulting in more sales.
- Introduced more interactive ways of reporting the findings back to team leads and project managers, thus, ingraining UX into their work.
- Synthesised user actions into GOMS (Goals, Operations, Methods, Selection) framework to benchmark the new software against existing numbers, with the aim of measuring increased efficiency.
- Carried out ethnographic field studies in client-facing banking environments as well as internal workspaces for a range of software products, resulting in better products for call-center employees and B2B key account managers specifically.
- Utilised a wide variety of usability testing methodologies such as remote moderated testing, lab studies and eye-tracking.

Independent | UX Consultant
March 2015 - August 2016 | Milan, Italy

-Worked on 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.

Education

University of California, San Diego
Interaction Design Specialisation

Lomonosov Moscow State University (MSU)
Bachelors - Intercultural Communication

Methodologies
Ethnographic research
Contextual inquiry
Heuristic evaluation
Persona design
Storyboards
Usability testing
Storytelling
Card sorting
Journey mapping
Rapid Prototyping

Tools
InVision
Sketch
OmniGraffle
Balsamiq
CrazyEgg
Whiteboards
POPapp
Axure RP
Pen, Pad, and Paper
Google Anaylitics

Languages
English
Italian
Russian

Interests
Snowboarding
Craft beer
Design & UX
Movies
Technology

Leadership
UX Meetups in Siberia 2016/17

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