

## LOLITA LAIZAN

### UX Writer and Content Designer

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Portfolio: <https://incredible-creative-portfolio.com/en/>

## PROFESSIONAL SUMMARY

**Results-driven UX Writer** with a degree in Literature and experience in creating content strategies and copy for digital products with **25M+ users**. Proven track record of collaborating with cross-functional teams to simplify complex concepts, enhance user experience, and deliver content that aligns with the brand's tone and strategy.

## EXPERIENCE

### UX Writer // 10/2023 — Present

#### *Muster Marketing Agency — Remote, USA*

- Developing UX content strategies, including onboarding flows, product descriptions, and microcopy that improved user journeys, **increasing task completion by 7%** and **feature engagement by 5%**.
- Collaborating closely with product managers, engineers, and designers to align content strategies with product goals and ensure seamless content experiences across platforms, which resulted in a 6% increase in user engagement.
- Implemented UX content frameworks focused on localization and accessibility, reducing user friction by 4% and enhancing usability by 6%.
- Using A/B testing and data insights to refine content for diverse audiences, contributing to overall product success.

### UX Writer, Content Designer // 08/2021 — 01/2023

#### *Ministry of Digital Transformation of Ukraine & Diia App — Kyiv, Ukraine*

- Created intuitive and accessible content for government services, impacting **25M+ users** across multiple digital platforms.
- Translated complex legal and technical concepts into clear, user-friendly content, reducing verification errors by 9% and increasing **user satisfaction by 11%**.
- Designed and implemented content systems that adhered to the accessibility best practices, increasing user **engagement by 4%**.
- Collaborated with cross-functional teams to refine content based on user feedback and analytics for **30+ government digital projects**.

### Creative Copywriter, Scriptwriter // 02/2018 — 03/2021

#### *Noviy TV Channel & 1+1 Media — Kyiv, Ukraine*

- **Produced 400+ scripts** for promotional campaigns across both TV and digital platforms, increasing audience engagement by 8% and project recognition by 13%.
- Worked with marketing, design, and production teams to ensure consistent brand messaging across **50+ shows** and products. Utilized storytelling and creative writing principles to create engaging content that resonated with diverse audiences.

### Junior UX Writer, Junior Copywriter // 10/2016 — 09/2017

#### *Fedoriv Marketing & Innovative Agency — Kyiv, Ukraine*

- Created intuitive microcopy for digital products with **4M+ users monthly**, which resulted in a 4% increase in user engagement.
- Contributed to the development of content for high-traffic websites, ATL & BTL advertising campaigns, **improving brand awareness by 6%**.

## SKILLS

UX Writing | Content Design | Content Strategy | User Research | Data-Driven Insights | A/B Testing | Localization | Accessibility | SEO Content Optimization | Cross-functional Collaboration | Agile Methodology | Web and Mobile UI Content | Figma | HTML | GitHub | Empathy | Tactical Thinking | Executive-Level Communication

## LANGUAGES

Native: **English, Ukrainian, Russian**; Elementary: **German, Polish**

## EDUCATION

**Master of Arts** in Language and Literature (Ukrainian) — Kharkiv National University of V.N. Karazin

## CERTIFICATION

- UX Design — Google // 2024 (in progress)
- Entrepreneurship — International Institute of Minnesota // 2024
- UX Writing Full Course — Udemy // 2023
- Creative Writing Residency — Zakynthos, Greece // 2022
- Creative Thinking Full Course — "Bazilik" Practical School of Communications, Kyiv, Ukraine // 2018