

LOLITA LAIZAN

Content Designer

U.S. Work Authorized · No Visa Sponsorship Required

CONTACTS

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LINKS

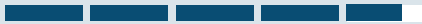
- <https://incredible-creative-portfolio.com>
- <https://www.linkedin.com/in/lolita-laizan>

SKILLS

- Human-centered design thinking
- Brand tone of voice following
- Micro¯ocopy writing
- Guidelines development
- Creative mindset
- System thinking
- Empathy

LANGUAGES

English



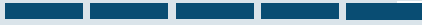
Full Professional

Ukrainian



Native or Bilingual

Russian



Native or Bilingual

PROFESSIONAL DEVELOPMENT

- **Full UX Writing course from Beginners to Masters**
Udemy — New York, USA, 2023
- **To write like to breathe**
Writers bootcamp — Zakynthos, Greece, 2022
- **Creative Thinking full course**
Practical School of Communication Bazilik — Kyiv, Ukraine, 2018

PROFESSIONAL SUMMARY

A Content Designer with a strong background as a Marketing Creative Copywriter, with 7 years of experience in the Ministry, government project, creative agencies, TV channels, production, and freelance work. Specializes in creating end-to-end user experience content through micro and macro copy aligned with brand guidelines and tone of voice.

WORK HISTORY

Content Designer, Marketing Creative Copywriter, 08/2021–01/2023 **Ministry Of Digital Transformation & Diia – Kyiv, Ukraine**

The Ministry is responsible for the complete digitalization of 100% of government services, and Diia, its flagship project for government services, encompasses an app and website that has garnered an 18+ million audience.

- Processed large amounts of technical text and turned it into a user-friendly copy with clear step-by-step instructions, reducing support calls by 30%
- Created and edited microcopy and macrocopy for Diia, the main official government app, website, and landing pages with more than 18+ million audiences served on a daily basis
- Provided ongoing support as a marketing copywriter during peace and wartime by solving communication tasks through creative solutions such as big ideas for 360-campaigns, video scripts, naming, slogans, merch, and poster concepts

Copywriter of air promotion, 10/2019–03/2021 **Noviy Channel – Kyiv, Ukraine**

The #1 Ukrainian national entertainment TV channel with a 9 million+ audience in age of 24-35.

- Created 200+ scripts weekly for promotional campaigns and commercial shoots of 30+ TV shows
- Brainstormed ideas with a creative team for TV, radio, and digital campaigns
- Delivered the main message of each TV show's episodes in a short promo through creative and storytelling techniques

Content Manager, Creative Copywriter, 10/2017–09/2019 **Freelance – Remote**

- Created big ideas and creative copy for brands' 360-campaigns and rebrandings
- Provided engaging copy for daily brands' communications including brand texts, website content, emails, and social media, leading to customer increases ranging from 5% to 40%, dependent on the project and task
- Established product content strategies and tones of voice according to audiences' insights, behavior, and conversational nuances

Entry-level Content Designer, Junior Creative Copywriter, 10/2016–09/2017 **Fedoriv agency – Kyiv, Ukraine**

A leading independent marketing agency running global projects with a team of 70+ employees.

- Developed user navigation for end-to-end UX on agency client sites
- Developed creative ideas for advertising that were aligned with the communication campaign strategy and the brand's tones of voice
- Collaborated with designers, project managers, and executive leaders to create briefs, brainstorm ideas, develop creative content, and present final results

EDUCATION

Master of Arts (MA): Philology (Ukrainian) 09/2010–07/2015

Kharkiv National University of V.N.Karazin

The second oldest university in modern-day Ukraine, was ranked as the best university of Ukraine and 477th university in the world in 2021, according to QS World University Rankings