

LOLITA LAIZAN

UX Writer and Content Designer

lolita.laizan@gmail.com | linkedin.com/in/lolita-laizan | <https://incredible-creative-portfolio.com/en/>

PROFESSIONAL SUMMARY

User-obsessed UX Writer and generalist copywriter with a **strong marketing background** and expertise in crafting impactful user interface texts, microcopy, and **information architecture** for digital products with **25M+ users**. Proven ability to **collaborate with cross-functional teams** in both US and Ukrainian work settings to create **user-friendly content** that aligns with **brand tone** and enhances the overall user experience. Skilled at delivering accessible and consistent copy across platforms.

EXPERIENCE

UX Writer // 10/2023 — Present

Muster Marketing Agency — Remote, USA

- Developing user interface texts and information architecture, including onboarding flows and microcopy, to streamline user journeys, resulting in a 7% increase in task completion rates.
- **Collaborating with stakeholders** to align content strategies and information structure, enhancing overall user engagement by 6%.
- Creating microcopy to simplify complex interactions, contributing to a 4% improvement in usability.

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** (headings, labels, error messages), reducing verification errors by 9% and increasing user satisfaction by 11%.
- **Communicated effectively with** project teams to refine content for 30+ government digital projects.

Content Strategist, 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 of **20M+ viewers**.

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**, resulting in a 4% increase in user engagement.
- Contributed to developing content ideas for ATL, BTL, marketing, and digital campaigns for high-traffic websites, enhancing user experience and increasing brand awareness by 6%.

SKILLS

UX Writing | Content Design | AI | LLM | Microcopy Creation | Interface Text Writing | Content Strategy
User Research | Data-Driven Insights | Localization | Accessibility | Cross-Functional Communication
UX Principles Agile Methodology | Web and Mobile UI Content | Figma | HTML | GitHub | Empathy

LANGUAGES

Proficient: **English**; Native: **Ukrainian**; 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