

Luba Uzik

Communications Strategist



✉ liubov.uzik@gmail.com 🔗 behance.net/lubauzik
📞 206-334-0673 🔗 lubauzik.com

EXPERIENCE

Communications & Marketing Director / Ukrainian

Association of Washington State (UAWS)

March 2022 - August 2024 • Renton, WA • Full-time

- Cultivated and strengthened UAWS' brand identity with clear messaging across platforms, focusing on bilingual audiences.
- Developed and executed communication strategies to boost brand visibility, engagement, and traffic, achieving up to a 21% engagement rate, growing Facebook followers from <5K to 7.1K, and launching Instagram. Enhanced outreach through CRM and newsletters with open rates by 58.56%.
- Led a cross-functional team to design promotional materials and execute communication campaigns for 70+ annual events, reaching 10,000+ community attendees.
- Expanded UAWS's partnerships with libraries and community organizations to enhance event outreach and impact.
- Managed the development of print and digital collateral—newsletters, brochures, press releases, and social media content—to enhance storytelling, drive donor engagement, support fundraising efforts, and encourage volunteer participation.

User Interaction Design Lead / Ramblist News

October 2021 - July 2022 • Remote • Contract

- Led the strategy, branding, and visual design for Ramblist News, a platform for writers and journalists, collaborating with PMs and engineers from design sprints through launch and post-launch.
- Conducted UX studies to resolve usability issues and optimize user flows.

EDUCATION

Lake Washington Institute of Technology

Bachelor of Applied Science (BAS-D), Design

September 2020 - June 2022

Associate of Applied Science (AAS-T), Design

September 2017 - September 2019

SKILLS

Content Creation & Management

Adobe Creative Suite, WordPress, Google Analytics, Social Media Platforms, Video Editing, Figma, HubSpot, SEO/SEM

Communication Strategies

Brand Messaging, Crisis Management, Content Development, Event Coordination, Publicity Campaigns, Content Marketing, CRM

Communication Tools

Asana, Trello, Zoom, Slack, Microsoft Office Suite, Google Meet, Notion

Leadership & Volunteering

Design System Lead Volunteer for DemocracyLab, built design system from scratch and wrote centralized documentation of principles, components, and usage (2021-2022); Volunteer for The Holy Trinity Parish - UOC of USA (2018-2024); Design Volunteer for Northwest Ukrainian International Festival (2018); ESOL Instructor's AIDE at Seattle Goodwill Industries (2017)

Projects

Launched and manage a community-driven book club, promoting Ukrainian literature and fostering a literary community in the Greater Seattle Area (2023-Present)

Certifications

Certificate of Completion in Design, User-Centered Design (2019-2020)