FOR HIRING TEAMS

Adam Dosiak

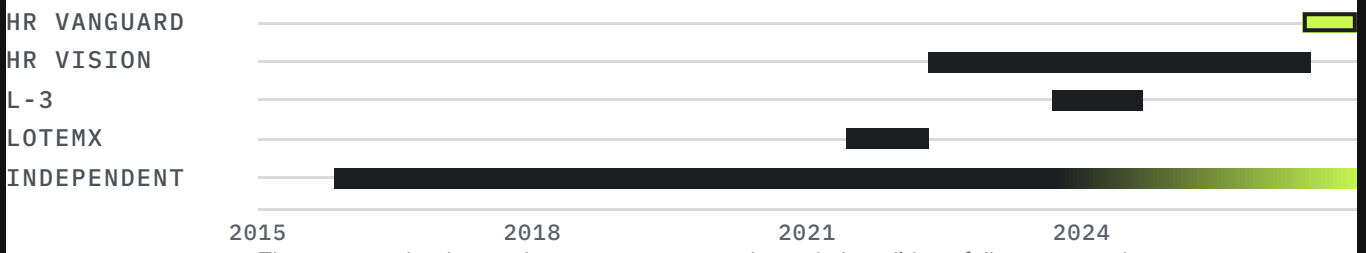
Brand, Marketing & Digital

UX/UI DESIGN · WEB DEVELOPMENT · DIGITAL PRODUCTS · UKRAINE · WORKING REMOTELY

adam.dosiak@gmail.com · linkedin.com/in/adam-dosiak · u-team.online/adam

A multidisciplinary digital professional working across brand, marketing, UX/UI, websites and digital products — with hands-on development experience since 2015.

Experience



The years each role ran: the engagements overlapped, they did not follow one another.

JUN 2026 — NOW

Head of Marketing & Brand

HR Vanguard · KLLP Events

Brand, marketing and digital presence of an executive decision forum for senior people leaders — a separate organisation from HR Vision.

- Develop and maintain brand positioning, messaging and visual consistency across digital materials.
- Create programme, participant and marketing communications, including web and social content.
- Lead website design and digital presentation, from content structure and UX to WordPress implementation and ongoing improvements.
- Bring brand, user experience and digital execution together across public-facing touchpoints.

MAY 2022 — JUN 2026

Head of UI/UX Design & WordPress Developer

HR Vision / CHRO Summit · ILP Events

Websites, digital visuals, video and campaigns for international HR events. Marketing and SMM were added to the role from March 2025.

UX/UI AND WEB

- Led UX/UI design and WordPress/Elementor development of event websites, landing pages and reusable components.
- Designed registration, competition and campaign journeys: landing pages, calls to action and sign-up forms.
- Responsive and cross-browser QA, performance and SEO improvements, deployments and ongoing site support.

CREATIVE AND MEDIA

- Edited promotional videos for events and digital communications.
- Produced infographics, web and social banners and campaign visuals for events, competitions and seasonal and holiday activities.

WEB AND EMAIL OPERATIONS

- Set up and looked after website hosting environments and newsletter and email delivery, keeping public sites and mailings running reliably.

MARKETING AND SMM, FROM MARCH 2025

- Added marketing and social media work to the same role: social content, campaign creatives and digital event promotion.
- Connected campaign content, landing pages and sign-up journeys.

SEP 2023 — AUG 2024

WordPress Developer

L-3

Commercial WordPress websites and landing pages, alongside HR Vision and independent work.

- Commercial WordPress websites and landing pages.
- Elementor, theme and plugin customisation.
- Responsive interfaces, CSS and JS fixes, performance, troubleshooting and QA.

JUN 2021 — APR 2022

WordPress Developer

LotemX

Development, support and customisation of WordPress websites.

- Development, maintenance and customisation of WordPress websites.
- Interface elements, styling, front-end improvements and post-launch support.

NOV 2015 — NOW

Freelance web design & development

Independent

Where it started, and still running alongside the roles above.

- Started with websites, layouts, UI elements, logos and other digital assets.
- Grew into UX/UI, WordPress and WooCommerce, custom functionality, website delivery, migration, integrations, technical SEO and ongoing support.
- Client work across retail and eCommerce, education, services, B2B and other industries.

Capabilities

Brand & Marketing

Positioning and messaging, brand implementation across digital channels, campaign and social content, event promotion, web conversion funnels, SEO and analytics.

UX/UI & Product

Information architecture and user journeys, landing-page and website UX, responsive design in Figma, eCommerce usability.

Development & Web Operations

WordPress, WooCommerce and Elementor; custom functionality and integrations; performance, QA, Cloudflare, hosting and deployment; email and newsletter set-up.

Creative Technology

Video editing, infographics, banners and campaign visuals; motion and AI-assisted production; creative coding and interactive interfaces.

Tools: Figma · Photoshop · Illustrator · Lightroom · WordPress · WooCommerce · Elementor · ACF · Polylang · Cloudflare · Google Analytics · Search Console

Selected work

HR Vanguard	Head of Marketing & Brand
OnlyPets	Product UX/UI and web work within the OnlyPets team
Svitlana Zamkova	WooCommerce customisation, custom product blocks, UX/UI for filters, SEO structure and eCommerce improvements
SOLING	Product structure, catalogue UX and the custom order flow
Dyba Beauty	Multilingual WooCommerce store: product catalogue, consultation flows, content and WooCommerce improvements