



ASSOCIATED STUDENTS OF THE
UNIVERSITY OF WASHINGTON

BOARD OF DIRECTORS

Session 125

Date *March 5th, 2026*

Submitted by Owen Rivera, Personnel Director

BOARD BILL 2.15: An Act to Hire Riya Dhariwal as the Director of Communications for the End of the 2025-2026 Academic year and the 2026-2027 Academic Year

WHEREAS: Riya Dhariwal brings extensive experience in product design and digital communications, having designed end-to-end user interfaces and marketing assets for technology startups including Zarna AI and Atlys, where she translated complex products into accessible digital experiences and improved user engagement and retention—demonstrating the strategic design thinking and digital communication expertise necessary to strengthen ASUW’s online presence and public outreach; and,

WHEREAS: Through her leadership as Marketing Director for the Lavin Entrepreneurship Program, Riya developed a cohesive brand identity aligned with University of Washington guidelines, produced multimedia content, and captured and edited event media to increase program visibility—showcasing her ability to develop consistent branding strategies and manage high-impact marketing campaigns across multiple platforms; and,

WHEREAS: In her previous role as an ASUW Multimedia Senate Intern and Personnel Committee member, Riya designed over twenty graphics communicating legislative updates and student advocacy efforts while supporting the hiring process for student government—demonstrating familiarity with ASUW’s structure and operations and a proven ability to communicate complex policy information to the broader student body in a clear and engaging manner; and,

WHEREAS: Riya’s technical expertise in tools such as Figma, Adobe Illustrator, Tableau, Python, HTML/CSS, and data analytics platforms, combined with her experience conducting user research, managing content strategy, and leading stakeholder outreach, equips her to oversee ASUW’s marketing strategy, coordinate communications campaigns, maintain brand consistency across platforms, and strengthen the association’s relationships with students, campus partners, and local media.

**THEREFORE, BE IT ENACTED BY THE ASSOCIATED STUDENTS OF THE
UNIVERSITY OF WASHINGTON BOARD OF DIRECTORS**

THAT: Riya Dhariwal be Hired as the Director of Communications for the rest of the 2025-2026 Academic year and the 2026-2027 Academic Year; and,

THAT: A copy of this bill be forwarded to Riya Dhariwal, Director of Communications, and Alan Galvez, SAO Advisor.

End