

Lubov Soltan

[Portfolio](#)

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Toronto, Canada

Core skills

UI/UX design
User research
Competitive research
User personas
User flow
User stories
Wireframing
Rapid prototyping
Product design
Graphic design
Brand identity
Web design
HTML/CSS
Print design
Typography
Color theory
Illustration

Tools

Figma
Sketch app
InVision
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Zeplin
Jira
Clubhouse
Traditional Medias

Education

Bachelor of Arts - BA
2005 - 2010
Yanka Kupala State University
of Grodno, Belarus

Languages

English — fluent
Russian — native

UI/UX Designer and Brand Specialist

Experienced with consumer-facing products, across non-profit, tech and financial sector with background in Graphic Design and Visual Arts.

- Advocate of empathy and design thinking;
- Experienced collaborating with marketing, growth and engineering teams;
- Excellent working from research, to low-fi designs, to hi-fi designs, to interactive prototypes, to performing user testing and iterating rapidly;
- Have keen sense for aesthetics and attention to detail;
- Passionate about testing and verifying what makes the design work and why.

Experiences

WALLETIFAI | UI/UX Designer, Brand Designer

Mar 2020 - Nov 2020

Joined multidisciplinary team to work on building an innovative savings financial app.

- Conducted quantitative and qualitative user research and market research;
- Performed affinity diagramming sessions with design team to synthesize findings;
- Documented and presented key findings to the team and stakeholders;
- Created personas, user stories, user flows, low and high fidelity wireframes;
- Used interactive prototypes to present design to stakeholders;
- Organized and conducted user testing sessions to verify each design iteration;
- Created brand identity and design system in Figma;
- Created accessible mobile user interfaces using Figma;
- Communicated with the team of developers to ensure proper design implementation.
- Supported marketing and growth teams to drive engagement via social media platforms.

GOCON CANADA | Graphic/UI Designer, Illustrator, Artist

Oct 2018 - Present

Working with team of enthusiasts to produce an exciting conference branding and collateral for the Golang community conference in Canada.

- Worked on brand identity, and collateral;
- Produced wide range of promotional materials and print assets;
- Created website wireframes and illustrations;
- Made painting gifts for speakers.

NUTMEG SOCCER | Volunteer Brand and Graphic Designer

Jan 2018 - present

- Completed full brand identity redesign in collaboration with marketing team;
- Produced marketing and promotional materials for social media and print;

DUTCH CLOJURE DAYS 2016-2019 | Graphic Designer, Illustrator

Oct 2016 - Apr 2020

- Developed conference's branding and illustrations;
- Produced print and web promotional materials and apparel design.

GAIDA.AI | Brand and UI/UX Designer

May 2018 - Dec 2019

Collaborated with product manager and CEO to produce brand identity and diverse range of B2B and B2C products.

- Developed brand identity and brand guidelines;
- Designed mascot character for various channels;
- Created various printable templates for real-estates agents;
- Produced website wireframes and illustrations;
- Conducted market research and user research as a part of design team;
- Participated in synthesis, persona creation, low and high fidelity wireframing;
- Designed onboarding experience for Gaida mobile app;
- Created user flows and high fidelity user interfaces and prototypes.

VARIOUS FREELANCE PROJECTS | Graphic/Web Designer, Illustrator

2016 - Dec 2018

Focused mostly on brand identity and illustration, including:

- Bruce Hauman's Figwheel brand identity and website redesign;
- Heart of Clojure and Clojure Island brand identity and illustrations;
- DeFn podcast brand identity and print design;
- Sofia Golang Meetup brand identity, mascot design, promotional materials;