LUBOV SOLTAN
GENERALIST DESIGNER

PORTFOLIO
lubovsoltan@gmail.com
linkedln
+1 416-436-9956
Toronto, Canada

EDUCATION

Yanka Kupala State University of Grodno, Belarus 09/05 - 06/10
BA of Fine Arts

LANGUAGES

English
Russian

25%
ILLUSTRATION

10% UX

25%
UI/VISUAL/
WEB DESIGN

40%
GRAPHIC
DESIGN

EXPERIENCES

GOCON 2020 | Graphic/Visual/Web Designer, Illustrator, Artist |10/19 - 03/20
• Improved the image and visual consistency across all channels, attracting new sponsors and increasing following by 50%.
brand strategy • character design • promo materials • sponsorship prospectus • illustrations • website layout • social media assets • speaker gifts

NUTMEG SOCCER | Volunteer Graphic Designer | 01/18 - present
• Completed rebranding that along with efforts of other team members brought 10% more children into the program.
logo mark • apparel • promo flyers • social media assets • website layout • website style guide

JON CALHOUN, GO COURSE | Visual/ Web Designer, Illustrator | 05/19 - 07/19
• Developed 100% unique style to catch the viewer's eye, drive up course sales and sell merch.
course logo • website layout • style guide • UI kit • web illustrations

GAIDA.AI | Visual Designer | 01/19 - 03/19
• Led development of diverse range of products that Gaida offers to real-estate agencies.
b2b app reskin • user research • market research • onboarding experience • amenities report • newsletter template • b2b proposal presentation • b2b market reports • wallet app (research, personas, wireframes, prototypes)

GOCON 2019 | Graphic/Visual Designer, Illustrator, Artist | 10/18 - 05/19
• Created 100% unique visual identity and collateral across different channels.
• Attracted 30% more sponsors and attendees to the first installment than anticipated.
brand identity • brand guide • mascot design • promo materials • sponsorship prospectus • website layout • social media assets • web illustrations • venue printed materials • screen graphics • apparel • speaker gifts

GAIDA.AI | Graphic/Visual Designer, illustrator | 05/18 - 11/18
• Collaborated with UX designer and product manager on real-estate+AI startup brand across different medias.
brand identity • brand strategy • stationery • mascot character design • social media assets • website layout • web illustrations • website style guide • user research • market research

CLOJURE/NORTH | Graphic Designer | 11/18 - 12/18
• Elevated brand image with fitting logo. Team efforts resulted in 100% of tickets sold.
logo mark • brand guide • sponsorship prospectus

BRUCE HAUMAN, FIGWHEEL | Graphic/Web Designer | 11/18 - 12/18
logo • brand guide • website layout • website hierarchy • animated icons • zeplin handoff

DUTCH CLOJURE DAYS 2019 | Graphic/Web Designer, Illustrator | 10/18 - 12/18
• Led design process with team of organizers for the fourth year.
• Developed clean brand style, attracting 10+ sponsors and 200 + Clojure enthusiasts.
brand identity • brand guidelines • apparel • promo materials • day of the event banners • social media assets • website layout • web/print illustrations

DUTCH CLOJURE DAYS 2018 | Graphic/Web Designer, Illustrator | 08/17 - 12/17
brand identity • brand guidelines • apparel • promo flyers • venue banners • social media assets • website layout • web/print illustrations • sponsorship prospectus • newsletter template

WINE ADVISEUR | Graphic Designer | 09/17 - 10/17
logo mark • stationery • posters • flyers • apparel • character design • instructional animation

DUTCH CLOJURE DAYS 2017 | Graphic/Web Designer, Illustrator | 01/17 - 04/17
brand identity • brand guide • apparel • promo flyers • pull up banners • social media assets • website layout • web/print illustrations

CORE COMPETENCIES

graphic design | brand identity | print design | color theory | typography | composition | illustration | layout | UI/UX | user research | market research | wireframing | web design | product design | prototyping | mockups | HTML | CSS | character design | drawing/painting | logo | apparel | promotional materials | email templates | animation | ui kits | presentation | creativity

TOOLS

Photoshop | Illustrator | InDesign | Sketch app | Affinity Designer | Affinity Photo | Adobe XD | InVision | Traditional Medias | Zeplin | Graphic Tablet