

Lubov Soltan

lubovsoltan.com | lubovsoltan@gmail.com | linkedin.com/in/lubovsoltan | +1 (416) 436-9956
Toronto, Canada

GRAPHIC/VISUAL DESIGNER ILLUSTRATOR

Optimistic, open-minded, curious creator focused on bringing custom design solutions for web and print that make real difference for communities. Lets curiosity, communication, and positivity be a driving force. Solves problems mindfully, attentively and with open mind. Devoted to the craft, striving for excellence in small and big decisions. Eager to welcome and understand multiple perspectives. Welcomes the chance to learn and improve.

CORE COMPETENCIES

Graphic Design • Brand Identity • Print Design • UI/UX
Web Design • Color Theory • Typography • Composition
Illustration • Layout • HTML/CSS • Wireframing • Mockups
Problem Solving

TOOLS

Sketch app • Affinity Designer • Affinity Photo • Adobe XD
Adobe Photoshop • Adobe Illustrator • Adobe InDesign
Graphic Tablet • Traditional Medias • InVision • MS Word
Keynote • Power Point

EXPERIENCES

FREELANCE | Grodno, Belarus; Amsterdam, the Netherlands; Toronto, Canada **Mar 2014 - Present**
Graphic Designer, Visual Designer Illustrator and Artist

- Significantly improved brand image and attendance for 4 international tech conferences by producing custom brand identities and experiences. Handled all composition, color, illustration, typography, character design, web and printed marketing materials, web layout and speaker gifts.
- Produced custom brand identities and stationery, website wireframes, web illustration, mobile UI, presentation decks, marketing assets and newsletters for tech start-ups.
- Created wide variety of digital illustrations, paintings and graphic drawings.

ARTBIS | Grodno, Belarus **Jun 2012 - Dec 2013**
Graphic Designer

- Precisely and creatively completed delegated tasks independently and in collaboration.
- Participated in team effort to ensure streamlined production of signage and customized stationery.
- Produced 8-10 various creative designs with attention to detail and quality daily according to specifications and brand identity, my efforts improved client retention and satisfaction.
- Prepared files for print and did proofreading.

YANKA KUPALA STATE UNIVERSITY OF GRODNO | Grodno, Belarus **Aug 2010 - Jul 2012**
Graphic Designer and Artist

- Developed advertising materials for University events that helped attract more attendees and participants, created trophies and paintings.
- Participated in organization of events as a part of creative team, fleshed out ideas generated during team meetings.

VOLUNTEERING

NUTMEG SOCCER | Toronto, Canada **Jan 2018 - Present**
Graphic Designer

- Developed advertising materials for University events that helped attract more attendees and participants, created trophies and paintings.
- Participated in organization of events as a part of creative team, fleshed out ideas generated during team meetings.

EDUCATION

YANKA KUPALA STATE UNIVERSITY OF GRODNO | Grodno, Belarus **2005 - Jul 2010**
BA of Fine Arts

- Pursued passion to develop artistic and design skills.
- Landed a Graphic Designer job after graduation at the University.