

LUBOV SOLTAN

PORTFOLIO

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Toronto, Canada

GENERALIST DESIGNER AND ILLUSTRATOR

Optimistic, open-minded, curious creator focused on bringing custom design solutions that make difference for communities and individuals. Lets curiosity, communication, and positivity be a driving force while solving problems mindfully, attentively and with open mind. Devoted to the craft, striving for excellence in small and big projects. Eager to hear and understand different perspectives. Welcomes every chance to learn and improve.

EXPERIENCES

GOCON 2020 | Graphic/Visual/Web Designer, Illustrator, Artist Oct 2019 - present

Continuing to develop visuals and experience in close collaboration with conference organizers.

brand strategy • character design • promo materials • sponsorship prospectus • web illustrations • website layout • social media assets • speaker gifts

NUTMEG SOCCER | Volunteer Graphic Designer

Jan 2018 - present

branding • brand style guide • t-shirt print design • promo flyers • social media assets • website layout • website style guide

GAIDA.AI | Visual Designer

Nov - Dec 2019

b2c Enoti logo • b2c Enoti mascot characters • b2c Enoti illustrations

JON CALHOUN, GO COURSE | Visual/ Web Designer, Illustrator

May - Jul 2019

course logo • website layout • style guide • UI kit • web illustrations • stickers

SESSION.IT | Graphic/Visual/Web Designer

Apr - Jun 2019

branding • website layout • style guide • UI kit

GAIDA.AI | Visual Designer

Jan - Mar 2019

Working with product manager on improvement of certain brand aspects and developing diverse range of products that Gaida offers to real-estate agencies as a growing startup.

b2b app reskin • user research • market research • onboarding experience design • onboarding animation • amenities report • newsletter template • b2b proposal presentation • b2b market reports • wallet app (research, personas, wireframes, prototypes)

GOCON 2019 | Graphic/Visual Designer, Illustrator, Artist

Oct 2018 - May 2019

Working with team of enthusiasts on an exciting conference branding and collateral for the Golang community in Canada. Unique and quirky but recognizable as a sister-brand of Golang.

branding • brand guide • mascot and character design • promo materials • sponsorship prospectus • website layout • social media assets • web illustrations • agenda flyer • venue signage • venue roll up banners • podium decal • screen graphics • t-shirt print design • speaker gifts • talk video template • GoBridge speaker gift

RAY MCDERMOTT, REPTILE | Graphic Designer

Nov 2018

branding • brand guide • social media assets

GAIDA.AI | Graphic/Visual Designer, illustrator

May - Nov 2018

Teaming up with product manager, developers and lead UX designer to flesh out the real-estate+AI startup brand across different medias and b2b app.

branding • brand strategy • stationery • mascot character design • social media assets • website layout • web illustrations • website style guide • user research • market research

JORDANOV | Graphic Designer

Jun 2018

logo design • brand guide

CLOJURE/NORTH | Graphic Designer

Nov - Dec 2018

branding • brand guide • sponsorship prospectus

BRUCE HAUMAN, FIGWHEEL | Graphic/Web Designer

Nov - Dec 2018

branding • brand guide • website layout • website hierarchy • animated icons

25%
ILLUSTRATION

10% UX

25%
UI/VISUAL/
WEB DESIGN

40%
GRAPHIC
DESIGN

DUTCH CLOJURE DAYS 2019 | Graphic/Web Designer, Illustrator Oct - Dec 2018

Collaborating for the fourth year with DCD conference organizers, developing its professional clean look, attracting sponsors and enthusiasts from all over Europe.

branding • brand guidelines • t-shirt print design • promo flyers • roll up banners • social media assets • website layout • web/print illustrations • sponsorship prospectus

HEART OF CLOJURE CONFERENCE | Graphic Designer

Jul - Aug 2018

branding • brand guide

ARNE BRASSEUR, CLOJURE ISLAND | Illustrator

Jan 2018

web tutorial illustrations

DUTCH CLOJURE DAYS 2018 | Graphic/Web Designer, Illustrator Aug - Dec 2017

branding • brand guidelines • t-shirt print design • promo flyers • roll up banners • social media assets • website layout • web/print illustrations • sponsorship prospectus • stickers • newsletter template

WINE ADVISEUR | Graphic Designer

Sep - Oct 2017

branding • stationery • posters • flyers • t-shirt print design • character design • instructional animation

WE KUNNEN | Graphic Designer

Jun - Oct 2017

branding • brand guidelines • promo flyers • social media assets

SOFIA GOLANG MEETUP | Graphic Designer

Jun 2017

branding • meetup.com assets • mascot/character design • stickers • web banners • promo flyers • telegram stickers set

ELMAR RIJZEN | Graphic Designer

Mar 2017

promo flyers • roll up banners

DUTCH CLOJURE DAYS 2017 | Graphic/Web Designer, Illustrator Jan - Apr 2017

branding • brand guide • t-shirt print design • promo flyers • roll up banners • social media assets • website layout • web/print illustrations

VARIOUS FREELANCE PROJECTS | Graphic/Web Designer, Illustrator and Artist 2014 - 2016

Collaborating with Vijay Kiran of DeFn podcast, Dutch Clojure Days 2016 and Chainn.org.

branding • brand guidelines • t-shirt print design • promo flyers • packaging • roll up banners • photo retouching • website layout • website hierarchy • web/print illustrations • stickers • magnets • promo flyers • social media assets • icons • prepress

CORE COMPETENCIES

TOOLS

Graphic Design • Brand Identity • Print Design • Sketch app • Affinity Designer • Affinity Photo • Color Theory • Typography • Composition • Adobe XD • Adobe Photoshop • Adobe Illustrator • Illustration • Layout • UI/UX • User Research • Adobe InDesign • InVision • Traditional Medias • Wireframing • Web Design • Product Design • Graphic Tablet • Zeplin • Prototyping • Mockups • HTML • CSS

EDUCATION

Yanka Kupala State University of Grodno | Grodno, Belarus

2005 - 2010

BA of Fine Arts

LANGUAGES

English — fluent
Russian — native