

Lubov Soltan

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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 • User Research • Web Design • Product 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 • Zeplin •

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 schemes, illustration, typography, character design, web and printed marketing materials, web layout and speaker gifts.
- Achieved consistent look and feel across multiple products designed for tech start-ups, such as brand identities, stationery, wireframes, web and print illustrations, mobile/web UI, presentation decks, marketing assets and newsletters.
- Created wide variety of digital illustrations, paintings and graphic drawings.

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

- Initiated collaboration between teams that allowed to solve creative problems and efficiently complete print tasks.
- Streamlined production of signage and custom stationery by collaborating with technical team.
- Improved client retention and satisfaction by producing 8-10 various creative designs with attention to detail and quality on a daily basis according to print specifications and clients' brand identity.
- Eliminated errors in print up to 97% by proofreading and using best prepress practices.

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

- Increased number of attendees and participants of University events by developing advertisement marketing materials. Managed budget and materials while designing and producing winner trophies.
- Actively participated in organization of events as a part of creative team, generated and fleshed out creative ideas.

VOLUNTEERING

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

- Improved brand perception and engagement on social media by re-designing brand identity while managing to keep it recognizable and familiar.
- Playing active role in marketing campaigns, research, website development.

EDUCATION

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

- Graduated in top 3 of my class driven by my passion to develop artistic and design skills.
- Landed a Graphic Designer job after graduation at the University.