

# Lubov Soltan

## Graphic/Visual Designer Illustrator

### CONTACT

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### SKILLS

Graphic Design

Brand Identity

Prepress

Web Design

Color Theory

Typography

Illustration

Layout

HTML/CSS

UI/UX

Wireframing

Mockups

### TOOLS

Sketch app

Affinity Designer

Affinity Photo

Adobe XD

Adobe Photoshop

Adobe Illustrator

Graphic Tablet

Traditional Medias

InVision

Zeplin

MS Word

Power Point

Keynote

### LANGUAGES

English (fluent)

Russian (native)

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.

### WORK EXPERIENCE

#### Freelance Graphic Designer, Visual Designer Illustrator and Artist

Mar 2014 - Present, Grodno, Belarus; Amsterdam, the Netherlands; Toronto, Canada

- Produced custom brand identities for 5 international tech conferences which significantly improved their brand image and attendance. 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 | Graphic Designer, Visual Designer Illustrator and Artist

Jun 2012 - Dec 2013, Grodno, Belarus

- 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 | Graphic Designer and Artist

Aug 2010 - Jul 2012, Grodno, Belarus

- 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 | Graphic Designer

Jan 2018 - Present, Toronto, Canada

- Working on rebranding for a childrens' non-profit organization including design system, assets for marketing, stationery and brand guidelines. Updated branding helps create friendly and trusting image that drives up engagement on social media.
- Participating in marketing campaigns and research.

### EDUCATION

#### Yanka Kupala State University of Grodno | Fine Arts Graduate Degree

2005 - 2010, Grodno, Belarus

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