

## 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, Golang meetup in Sofia, Elmar Reizen, We Kunnen 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**

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

## **TOOLS**

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

## **EDUCATION**

### **Yanka Kupala State University of Grodno | Grodno, Belarus**

2005 - 2010

BA of Fine Arts

## **LANGUAGES**

English — fluent  
Russian — native