

Lubov Soltan

[Portfolio](#)

lubovsoltan@gmail.com

[LinkedIn](#)

+1 (416) 436-9956

Toronto, Canada

Core skills

UI/UX design

User research

Competitive research

User personas

User flows

Wireframing

Rapid prototyping

Product design

Graphic design

Brand identity

Web design

HTML/CSS

Bootstrap

Print design

Typography

Color theory

Illustration

Tools

Figma

Sketch app

InVision

Adobe Suite

Zeplin

Jira

Clubhouse

Traditional Medias

Graphic Tablet

Education

Bachelor of Arts - BA

2005 - 2010

Yanka Kupala State University
of Grodno, Belarus

Languages

English — fluent

Russian — native

UI/UX Designer and Brand Specialist

Experienced designing B2B and B2C products across non-profit, tech, and fintech sectors.

My previous background is in Graphic Design and Visual Arts.

- Advocate of empathy and design thinking;
- Experienced collaborating with marketing, growth, and engineering teams;
- Excellent working from research to low-fi designs, to hi-fi designs, to interactive prototypes, to performing user testing and iterating rapidly;
- Have a keen sense for aesthetics and attention to detail;
- Passionate about testing and verifying what makes the design work and why.

Experiences

POWERFLY CONSULTING | Brand Specialist

Sep - Nov 2020

Collaborated with the company's founder to create professional and contemporary branding.

- Created full branding, brand book, and style guide;
- Produce fully editable marketing and social templates in Figma;
- Made custom illustrations for products;
- Set up all assets in Figma project.

WALLETIFAI | UI/UX Designer, Brand Designer

Mar - Nov 2020

Joined this fintech startup's multidisciplinary team to work on building an innovative personal financial management app from scratch.

- Conducted quantitative and qualitative user research and market analysis;
- Performed affinity diagramming sessions with the design team to synthesize findings;
- Documented and presented key findings to the team and stakeholders;
- Created personas, user stories, user flows, low and high fidelity wireframes;
- Used interactive prototypes to present design to stakeholders;
- Organized and conducted user testing sessions to verify each design iteration;
- Created brand identity and design system in Figma;
- Created accessible mobile user interfaces using Figma;
- Communicated with the team of developers to ensure pixel-perfect implementation;
- Supported marketing and growth teams to increase engagement via social media platforms.

GOCON CANADA | Graphic Designer, UI Designer, Illustrator

Oct 2018 - present

Collaborated with a team of enthusiasts to produce an exciting conference experience for the Golang community in Toronto, Canada.

- Designed full conference visuals package: brand identity, a wide range of printed and digital materials and assets;
- Created website wireframes, hi-fi designs, and illustrations;
- Made painting gifts for speakers.

NUTMEG SOCCER | Graphic Designer and Brand Specialist

Jan 2018 - Jan 2021

Joined marketing committee consisting of people from different backgrounds.

- Completed rebranding in collaboration with the board of directors and the marketing team;
- Produced marketing and promotional materials for social media and print.

GAIDA.AI | UI/UX Designer and Brand Specialist**May 2018 - Dec 2019**

Collaborated with product manager and CEO to produce brand Identity and diverse range of B2B and B2C products for this realestate+machine learning startup.

- Developed brand identity and brand guide;
- Designed mascot character for various channels;
- Created various printable templates for real-estates agents;
- Produced website wireframes, hi-fi designs, and illustrations;
- Conducted market research and user research as a part of the design team;
- Participated in user interviews, data synthesis, user flow, and persona creation, wireframing, low and high fidelity design work, and user testing;
- Designed animated onboarding experience for Gaida mobile app.

DUTCH CLOJURE DAYS CONFERENCE | Graphic Designer, Illustrator Oct 2016 - Apr 2019

Collaborating every year for a few months before the event to update visuals and produce new printed and digital materials for the conference based in Amsterdam, the Netherlands.

- Developed conference's branding, landing page, and illustrations;
- Produced print and web materials and apparel design.

FREELANCE PROJECTS | Graphic Designer, Illustrator**2016 - 2018**

Focused mostly on branding, illustration, and digital graphic design.

- Bruce Hauman's Figwheel brand identity and website redesign;
- Heart of Clojure and Clojure Island brand identity and illustrations;
- DeFn podcast brand identity and print design;
- Sofia Golang Meetup brand identity, mascot design, promotional materials.