Lubov Soltan

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Core skills

UI/UX design
User research
User personas
User flow
User stories
Wireframing
Rapid prototyping
Product Design
Graphic Design
Brand Identity
Web Design
HTML/CSS
Print Design
Typography
Layout
Color Theory
Illustration

Tools

Figma
Sketch app
InVision
Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Zeplin
Jira
Traditional Medias
Graphic Tablet

Education

Bachelor of Arts - BA
2005 - 2010
Study Towards a Master's Degree at Yanka Kupala State University of Grodno, Belarus

languages

English — fluent
Russian — native

Multidisciplinary Designer focusing UI/UX and Branding

Passionate UI/UX, Brand designer and Illustrator with extensive experience across non-profit, tech and financial sector and background in Fine Arts. Using critical and innovative thinking and communication as a driving force while mindfully and attentively solving problems. Self-motivated and inspired by other people and ideas, welcome   every chance to learn and improve my craft.

Experiences

WALLETIFAI | UI/UX Designer, Brand Designer   **Mar 2020 - Present**

Joining multidisciplinary team to work on building an innovative savings financial app.
• Conducted quantitative and qualitative user and market research
• Performed affinity diagramming sessions with 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 and during user testing
• Created brand identity and working on design system
• Creating accessible mobile user interfaces using Figma
• Communicating with developers to ensure correct design implementation

GOCON | Graphic/UI Designer, Illustrator, Artist   **Oct 2018 - Present**

Working with team of enthusiasts to produce an exciting conference branding and collateral for the Golang community in Canada.
• Worked on brand identity, and collateral
• Produced wide range of promo materials and print assets
• Created website wireframes and illustrations
• Made painting gifts for speakers

NUTMEG SOCCER | Volunteer Brand and Graphic Designer   **Jan 2018 - present**
• With marketing team rdesigned brand identity, created style guide and apparel prints
• Producing marketing and promotional materials for social media and print

DUTCH CLOJURE DAYS 2019 | Graphic Designer, Illustrator   **Oct 2016 - Apr 2020**
• Developed conference's branding and guidelines
• Produced print and web promo materials and apparel design

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

Working with product manager on Brand Identity and diverse range of products that Gaida offers to real-estate agencies and customers.
• Developed brand identity and brand guidelines
• Designed mascot character design for various projects
• Created various printable templates for real-estates agents
• Produced website wireframes and illustrations
• Conducted market research and user research as a part of design team
• Participated in synthesis, persona creation and low and high fidelity wireframing
• Designed onboarding experience for mobile
• Created user flow and high fidelity UI

BRUCE HAUMAN, FIGWHEEL.ORG | Brand and UI/UX Desinger   **Nov - Dec 2018**
• Performed full rebranding and website redesign
• Handed off the assets and style guide with Zeplin

VARIOUS FREELANCE PROJECTS | Graphic/Web Designer, Illustrator   **2016 - Oct 2018**

Focusing mostly on brand identity and illustration, including:
• Heart of Clojure brand identity
• DeFn podcast brand identity
• Sofia Golang Meetup brand identity, mascot desing, printed collateral
• Clojure Island course illustrations