Lubov Soltan — **Senior Product/UI/UX Designer**

Vancouver, British Columbia, Canada
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Portfolio: https://moolversin.github.io/Lubov-Soltan-Designer-Portfolio/

Professional summary

Strategic, committed, results-oriented, hands-on Senior Product Designer, specializing in complex SaaS products. Proven at leading cross-functional collaboration from ambiguous problems to polished deliverables, balancing user needs with business goals in fast-paced environments.

Tech Skills

Product Strategy, UX Research, Wireframing, UX Design, UI Design, AI, User Research, Prototyping, Usability Testing, Design Systems, Figma, Adobe XD, Mobile, Android, iOS, Web, Presentation

Professional Experience:

THINK TANK TRAINING CENTRE, Senior Product Designer, May 2025 - Jan 2026

- Led end-to-end UX design for a multi-persona online education platform, supporting end-to-end experience for students, faculty, and administrators.
- Planned and conducted crossfunctional team collaboration to achieve business goals and user needs in a fast-paced environment, resulting in 26% increase in student enrollment.

HAVEN IAQ, UX/UI/Product Designer, Mar 2021 - Apr 2025
- Took ownership of the design process for many complex features that improved HAVEN app and web Portal, increasing engagement by 30%.
- Delivered high-fidelity prototypes and ran multiple usability test rounds, informing rapid design iterations for multiple products.
- Created and scaled HAVEN's design system, increasing productivity by over 20%.

SELF-EMPLOYED Brand/Graphic Designer and Illustrator, September 2020 - February 2021
- Created full brand identities, digital and print collateral for various startups,

WALLETIFAI, UI/UX Designer
- Led end-to-end UX/UI research and design for a personal financial management app, from user research through prototyping, testing, and successful launch.
- Built the company brand identity, website, and design system in Figma, creating credibility and attracting 36% more new users.

SELF-EMPLOYED Brand/Graphic Designer and Illustrator, Mar 2014 - Mar 2020
- Produced brand identities for 4 international tech conferences, increasing attendance 10-25%.

Education
BACHELOR OF FINE ARTS (BFA)
Yanka Kupala State University of Grodno, Sep 2005 - May 2010