

Leyla Mammadova

I'm a 22-year-old graphic designer based in Warsaw, Poland, with a deep passion for storytelling through visuals. Whether it's branding, illustration, animation, or motion design, I'm all about creating work that feels thoughtful, fresh, and a little unexpected. I love crafting unique visual identities that feel alive, as if they have their own voice, mood, and maybe even a favorite song. To me, good branding isn't just pretty, it's storytelling with style and a touch of magic. I immerse myself in digital art, 2D animation, motion graphics, and 3D. I approach design with an experimental mindset, constantly learning and blending traditional techniques with digital tools.

Contact

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Achievements

Gold Winner • Cannes Young Lions Azerbaijan 2024

Design Category
I proudly won **Gold** in the **Design category** at the **Cannes Young Lions 2024** in Azerbaijan. This gave me the incredible opportunity to represent my country at the global Cannes Lions Festival, where I experienced firsthand the energy of the creative industry. Participating in various events and networking with leading professionals was an invaluable experience, one that further inspired and shaped my journey as a designer.

Honours degree • Baku Design Academy

Modern Graphic Design
I graduated with **honours** from **Baku Design Academy**, finishing my **Modern Graphic Design** program with top marks for my final project. This achievement reflects my dedication to the craft and my passion for creating impactful, innovative design.

Experience

Re Studio

March 2025 • Present
Graphic Designer and Illustrator • full time
At Re, I focused on building brand identities with purpose and personality. From logos and visual systems to covers and scroll-stopping social media assets, I brought brands to life through thoughtful design. I often wove in illustration and motion to add that extra layer of depth and uniqueness, turning ideas into visuals that stick.

Onveiv & Onveiv Events

September 2024 • March 2025
Graphic Designer and Illustrator • full time
I specialize in designing immersive and visually cohesive event experiences. From concept to execution, I create event identities, stage visuals, print materials, and social media content that bring each event to life. I've developed visual materials for some of Azerbaijan's largest cooperatives, ensuring that every detail, from branding to atmosphere, is thoughtfully crafted.

Design Talks

December 2023 • July 2024
Event Organizer and Designer • part time
I managed and organized events, overseeing all aspects to ensure smooth operations. Serving as a platform for consensus and collaboration within the design community, I was responsible for creating and managing event visuals, making sure they matched the theme and atmosphere to deliver a cohesive and engaging experience.

Lider Educational Center

June 2023 • April 2024
Creative Arts Mentor • part time
I taught traditional drawing, painting, and handcrafting techniques to children up to 15 years old, encouraging creativity and artistic expression. I designed engaging lesson plans that combined classic art forms with basic digital drawing and painting tools. Additionally, I introduced sculpting and other hands-on creative techniques to help students develop a well-rounded artistic skill set.

AI Image Quality Classification

January 2023 • June 2023
AI Image Quality Classifier and Editor • remote
I classified, edited, and selected AI-generated images to ensure high-quality output. With careful attention to detail, I applied precise categorization and made necessary adjustments to enhance visual quality and consistency.

Education

VIZJA University

March 2026 • Present

Master in Marketing Business Management

Baku Design Academy

December 2023 • July 2024

Modern Graphic Design

Azerbaijan Architecture and Construction University

December 2020 • June 2024

Bachelor's in Architecture

Skills

Soft Skills

I'm a creative team player with a sketchbook in one hand and a to-do list in the other. Naturally talkative and extroverted, I adapt quickly to new environments and thrive in collaborative settings. My background in architecture has helped me develop the ability to stay focused and calm under pressure, always approaching challenges with a solution-oriented mindset. I love working with people who bring fresh ideas to the table and never hesitate to ask, "What if we tried it this way?" I bring a blend of structure, spontaneity, and positive energy to every project, and I firmly believe a little humor goes a long way, especially when deadlines get tight.

Design Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign)

I'm fluent in these tools, with each tool playing a different role in bringing my ideas to life. **Adobe Photoshop** is one of my main creative spaces, where I focus on graphic design, digital illustration, and frame-by-frame animation. I enjoy blending traditional techniques with experimental approaches to explore new ways of bringing ideas to life visually. **Illustrator** is where I shape vector designs, whether it's crafting sleek logos, experimenting with bold typography, or creating clean, scalable visuals. I think of it as breathing life into vectors, because why settle for flat when you can make them flow? **InDesign** is my go-to for layout work, blending structure and style to create visuals that are functional and engaging, whether for print or digital formats.

Figma

The digital playground for teamwork. I use **Figma** to design interfaces, prototypes, and presentations, all while keeping communication smooth and making sure feedback is easy to incorporate. It's perfect for working with teams and clients in a way that feels seamless.

After Effects

I'm actively building my skills in **After Effects**, using it to bring designs to life through motion graphics. Whether it's animated text, dynamic visuals, or smooth transitions, I'm exploring how movement can add depth to storytelling and I'm growing with every project.

Blender

I am currently learning 3D design and animation in Blender. It is a completely new space for me. I am expanding my skills to bring actual physical depth to my work and push my creative process into a new environment.

AutoCAD

I use my architectural background to draft precise perspectives and bring a fresh angle to design work when needed, adding structure, depth, and a different point of view to creative challenges.

AI Tools

I've been using **AI tools** since I first had access to them, and while I'm not one to believe AI can replace human creativity, I do see it as a powerful tool for speeding up the design process. I use it as part of my design workflow to handle technical and time-consuming tasks more efficiently. From generating images to cleaning up visuals, upscaling assets, and speeding up repetitive steps, AI helps streamline the process so I can focus more on the creative side of the work.

Always Evolving, Always Designing

The design world never stands still, and neither do I. I'm always exploring new tools, trends, and techniques to stay on top of the latest creative movements. Every new discovery helps me refine my work and **stay inspired**.

I've always been drawn to the way typography and color can shape the feeling of a design. There's a rhythm to it, like how the right typeface can speak for a brand or how a well-balanced palette can set the mood without saying a word. I enjoy experimenting with these elements to create visuals that not only look good but also communicate something meaningful. My experience in these areas has been shaped by collaboration with talented designers. I'm still exploring, still refining, and always curious about how small details can make a big difference.

Language skills

Native in **Azerbaijani** and **Turkish**, with Upper-Intermediate **English** proficiency (IELTS Academic).

Volunteer & Projects

Volunteer

During my time at university, I actively participated in a variety of volunteer projects within the artistic and creative community. Whether it was organizing art exhibitions, leading workshops, or contributing to collaborative art installations, these experiences allowed me to work closely with diverse teams and communicate effectively to bring ideas to life. Through these team-driven projects, I learned the value of collaboration, coordinating with others to achieve a shared vision, and navigating different perspectives to create something impactful. Each volunteer experience enhanced my ability to listen, contribute, and communicate in creative environments, while fostering a deeper appreciation for the power of teamwork in the artistic process.