



# Lala Pashayeva

## Graphic Designer

### PROFILE

I'm Lala, a graphic designer with over 6 years of experience in remote, corporate, agency, and marketing environments. My adaptable and resourceful design approach ensures efficient project completion without compromising quality, always keeping the ROI in mind.

Having lived in 7 different countries, I bring global perspective to my designs. With a background spanning architecture, real estate, hospitality, health & wellness, print & packaging, digital design, and brand identity, I bring a keen eye for detail and a focus on how to make each project better.

My goal is to leverage my skills to tackle new creative challenges and contribute to meaningful outcomes.

### CONTACT

✉ [thelalapash@gmail.com](mailto:thelalapash@gmail.com)

🌐 [laladesign.me](http://laladesign.me)

📁 [lala-pashayeva](#)

📞 +994502510007

📱 +34684771701

### WORK EXPERIENCE

#### Humantra

##### Sr. Graphic Designer

Dubai, UAE (Nov 2024 - May 2025)

### CREATIVE ACHIEVEMENTS

- Developed a retail-ready packaging system for Boots UK & Ireland, successfully rolled out in 1,500+ stores. Elevated Humantra's original branding with agency-level packaging that solved major challenges: brand shelf visibility, flavour differentiation, and competitor standout.
- Created a sold-out limited edition Ramadan pack featuring a unique apricot flavour, designed with a clear 4-week sellout goal, which was successfully met. Gifted to hundreds of influencers (including celebrities), generating widespread organic buzz and strong social presence.
- Designed a collectible special edition pack to commemorate Rory McIlroy's 2025 Masters win, reflecting the premium feel and prestige of both the brand and the athlete.
- Redesigned Humantra's full suite of 5 Amazon eCommerce listings, strategically refreshing all imagery to improve visual appeal and click-through rates. Resulted in a +35% increase in sales and earned #1 Best Seller status in both the UAE & UK in just 1 month.
- Crafted top-performing Meta ads (Instagram & Facebook), combining emotionally resonant messaging with insights-led creative. Achieved up to 6x ROAS, with +72% click-through rate (CTR) uplift, +48% conversion rate increase, and significantly improved click-to-purchase efficiency across all campaigns.
- Branded Humantra's event activations for Burj 2 Burj and Sole DXB, crafting cohesive visual identities that brought the brand to life through flavour-enhancing menus, tactile cup designs, and vibrant on-site materials, elevating the hydration experience and leaving a lasting impression on thousands of attendees.

#### Vimerson Health

##### Graphic Designer & Creative Lead

Barcelona, Spain (Jan 2024 - December 2024)

### CREATIVE ACHIEVEMENTS

- Redeveloped the entire product catalog with a fresh, unified vision, developing and optimizing high-converting Amazon listing images that significantly increased product sales and exposure.
- Developed a strategic visual flow for Premium A+ content on Amazon, enhancing the customer journey with rich media features that highlight product benefits and differentiate from competitors.
- Continuously tapped into emerging design trends to deliver cutting-edge, visually captivating content that resonates with current market demands.
- Oversaw all visual aspects of label designs and product packaging, creating cohesive and appealing presentations that strengthened brand identity.

#### Portonovi Montenegro | One&Only

##### Graphic Designer & Creative Lead

Herceg Novi, Montenegro (2021 - 2023)

### CREATIVE ACHIEVEMENTS

- Developed over 230 high-impact digital and social media campaigns, highlighting multi-million euro luxury properties through both static and dynamic content.
- Created brochures, premium marketing materials, high-end advertisements, and sophisticated client presentations tailored for the luxury real estate market.
- Successfully managed & directed design projects within the marketing team with establishing seamless communication with other departments within the company, contributing to a 30% increase in overall marketing productivity and ensuring a consistent and compelling brand representation of Portonovi Resort and Real Estate worldwide.



# Lala Pashayeva

## Graphic Designer

### EDUCATION

#### Master's Degree in International Digital Graphic Design

L'ídem Barcelona - Barcelona, Spain

#### Certification in Design Disciplines - Interior, Product and Graphic

IED Madrid - Madrid, Spain

#### Bachelor's Degree in Design, Specialty in Interior Design

Azerbaijan State Art Academy - Baku, Azerbaijan

### LANGUAGES

 English

 Azerbaijani

 Russian

 Turkish

 Spanish

- Collaborated photographers, developers, and marketers to maintain Portonovi's brand vision through visionary art direction and communication, while implementing streamlined design workflows, resulting in a 20% reduction in project turnaround time.
- Conceptualized and brought to life vibrant four seasonal event branding both digital and within the resort, enhancing audience engagement where attendance of events increased by 60%, contributing to successful sales outcomes.

## Freelance Projects & Collaborations

### Palace Bay – Hospitality & Real Estate, Montenegro

1. Created a refined and luxurious visual identity for Palace Bay, capturing the essence of premium coastal living. The branding enhanced the project's appeal to international investors and aligned with the company's vision of elegance, exclusivity, and Mediterranean charm.

### 2. Splash Electrolytes – Health & Wellness, USA

Redesigned the entire product packaging system to stand out in a saturated supplement market. Introduced vibrant visual elements and bold color blocking that made the brand name an unmistakable part of the packaging, boosting shelf appeal and improving consumer recall.

### 3. True Sea Moss – Health & Wellness, USA

Led the direction and design of visually stunning packaging for over 10 premium supplement sea moss products, strategically tailored for online platforms, website, Amazon, and in-store displays.

Strengthened visual identity, leading to a 20% increase in product recognition on shelves and in online health stores.

### 4. Emma Sleep – Global Mattress Brand, Germany & Portugal

Led the design for a 360° visual campaign for Emma Sleep, producing high-impact digital visuals for social media, email, and web. The campaign highlighted sleep wellness, product comfort, and brand trust, contributing to improved click-through rates and engagement across paid and organic channels.

### 5. Lighthouse – Real Estate, Montenegro

Designed a timeless and memorable logo and visual identity that contributed to a 30% increase in brand recognition among clients for Lighthouse, a real estate company selling unique homes, reflecting the company's commitment to providing diverse property solutions.

### 3. Client/Company – Wellpapers – Spain & France

Collaborated with Wellpapers on a monthly basis to create more than 400 captivating wallpaper patterns for their online store, creating more than 50 designs that became bestsellers, resulting in a 30% increase in monthly sales contributing to the company's success.

### 4. Koffein – Restaurants, Montenegro

Boosted social presence, gaining 1k followers in a month. Collaborated with a digital marketing expert to create engaging visual content promoting roasteries, specialty coffee, and events.

Singularly managed a brand photoshoot for the roastery, overseeing the photographer and assets for the shoot.

### 5. Bellacosa – Nightlife, Spain

Crafted a distinctive logo and brand voice for Bellacosa, enhancing brand recognition in Barcelona, particularly in the dynamic local nightlife scene, fostering increased visibility among residents and industry key players.



# Lala Pashayeva

Graphic Designer

## PROFILE

I'm Lala, a graphic designer with over 6 years of experience in remote, corporate, agency, and marketing environments. My adaptable and resourceful design approach ensures efficient project completion without compromising quality, always keeping the ROI in mind.

Having lived in 7 different countries, I bring global perspective to my designs. With a background spanning architecture, real estate, hospitality, health & wellness, print & packaging, digital design, and brand identity, I bring a keen eye for detail and a focus on how to make each project better.

My goal is to leverage my skills to tackle new creative challenges and contribute to meaningful outcomes.

## CONTACT

✉ [thelalapash@gmail.com](mailto:thelalapash@gmail.com)

🌐 [laladesign.me](http://laladesign.me)

✉ [lala-pashayeva](mailto:lala-pashayeva)

📞 +994502510007

📱 +34684771701

## WORK EXPERIENCE

### Dissenyem Comerç Internship

Graphic Designer

Barcelona, Spain (2021 - 2021)

- Collaborated with a dynamic team of seven, contributing to the creation of design proposals for 15+ local businesses.
- Worked collectively to revitalize the neighborhood through visually engaging design solutions implementing study and research methodologies to develop impactful design concepts which include an awareness flyer, a comprehensive design manual, and a 3D environmental structure.

### Tabasko Branding Bureau

Junior Graphic Designer

Baku, Azerbaijan (2019 - 2020)

- Provided valuable support to the art director and senior designers, contributing to the organization of project files, streamlined client communications, and obtained briefs for 30+ projects.
- Collaborated with team members to establish compelling visual identities for 10+ diverse local and international brands.

## HARD SKILLS

- AI Skills: ChatGPT, Midjourney
- Print Design: Layout, Packaging, Brochures
- Art Direction
- Amazon & E-commerce Design
- Advanced Proficiency in Adobe Creative Suite (Illustrator, Photoshop, InDesign) Motion Graphics and Video Editing (Premiere Pro, After Effects)
- Digital Design and Figma
- Typography
- Project Management Tools: Basecamp, Slack, Mailchimp, Notion
- Data Visualization
- Interior Design
- Multilingual

## SOFT SKILLS

- AI & ROI-first Mindset
- Creativity and Innovative Thinking
- Time Management
- Leadership & Adaptability
- Honest Communication
- Problem-Solving
- Collaboration and Teamwork
- Work Ethic
- Attention to Detail
- Critical Thinking
- Openness to Feedback
- Client Relationship Management

## HOBBIES



Yoga & Breathing



Avocado Growing



Tennis



Observing the World



Cooking



Traveling