Aytaj Azadi

Graphic & WordPress Designer

24 November, 1997

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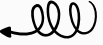
EXPERIENCE

Art Director
july 2023 - september 2025

Roarads Digital Agency

- Developed and enhanced brand identity across multiple projects.
- Defined creative styles and visual direction tailored to each client.
- Proposed and executed innovative design concepts.
- Supervised the quality and consistency of deliverables.
- Provided creative guidance and resolved design-related challenges.
- Oversaw the functionality and performance of delivered websites.

Senior Graphic Designer
february - june 2023

Roarads Digital Agency

- Designed advertising and promotional campaign materials.
- Developed logos and comprehensive brand identities.
- Defined and implemented visual styles for various brands.
- Built and customized websites using WordPress.
- Created landing pages tailored for advertising campaigns.

Graphic Designer
april - august 2022

Optimal Electronics

- Maintained and developed visual identity for multiple brands.
- Designed print and outdoor advertising materials.
- Delivered creative solutions aligned with marketing objectives.
- Produced engaging social media content and visuals.

Graphic Designer
june 2020 - april 2022

Almali.az / Pocta.az

- Created visual assets for social media campaigns.
- Designed internal print materials for corporate needs.
- Led and executed the company's rebranding project.

EXPERIENCE

Graphic Designer
february - june 2020

Max Production Agency

- Designed promotional products and marketing materials.
- Prepared technical files for print production.
- Created visual assets for social media platforms.

HARD SKILLS

- Adobe Creative Suite: Photoshop, Illustrator, InDesign.
- Design Theory: Typography, composition, principles, branding.
- Content: Editing, structuring, and copywriting.
- CMS: Building websites and landing pages with WordPress.
- SEO: Technical SEO, On-Page SEO, Yoast SEO, Screaming Frog.
- Figma: Basic knowledge in UI/UX design.
- HTML/CSS: Fundamental understanding and coding with AI assistance.
- Meta Business Suite: Basic knowledge.
- PM Tools: Monday.com, Trello.

SOFT SKILLS

- Strong problem-solving and analytical thinking.
- Empathy and ability to understand team members' needs and emotions.
- Decision-making and leadership skills.
- Effective communication with colleagues and clients.
- Task and project management with a focus on meeting deadlines.

EDUCATION

Baku State University
Bachelor / Anthropology
2015 - 2019

Rahim Ismayil Design
Graphic Design Training Program
2019-2020

BRANDS

SEA BREEZE
RESORT

PASHA
Investments

MegaSec

Violux

iktex
TECHNOLOGY COMPANY

AzerGold

CANROOF
construction

UltraFix
APPLIANCE REPAIR

inlab

Seaya.

One Dental
Stop

PERGOMATIC
FOUR SEASON COMFORT

MASHIN.AL

ARENA PLAZA

ReGENE

OLD STONE