

# ADELA FATALIYEVA

art director / designer

**web:** [adelfatali.com](http://adelfatali.com)

**linkedin:** [adelifataliyeva](https://www.linkedin.com/in/adelifataliyeva)

**email:** [adilafataliyeva@gmail.com](mailto:adilafataliyeva@gmail.com)

**whatsapp:** +994503250007

## 🎓 education

### **Miami Ad School Madrid**

Art Direction Program / 2018 - 2020

### **University of Westminster London**

BA (Hons) Graphic Visual Communication /  
2015 - 2017

### **University for the Creative Arts Canterbury**

Certificate of Higher Education in  
Visual Communication / 2014 - 2015

### **Anglia Ruskin University Cambridge**

Fine Arts Foundation Diploma / 2013 - 2014

## 🏆 skills / languages

English / Russian  
Русский / Английский

Photoshop / After Effects /  
Illustrator / InDesign /  
Premiere Pro / Keynote

## 👤 experience

### **MullenLowe Dubai**

Art Director / Designer / 2020 - now

- worked on the fashion campaigns for **Mall of the Emirates**, created campaigns to launch new spaces within the mall
- worked on proactive ideas within the team to tackle problems such as food waste for **Red Crescent** and cyberbullying for **Kayu**
- developed identities and packaging for various brands

### **Ogilvy New York**

Art Director / Designer Intern / 2019

- created graphics within a team for **Citizens Bank's** event where Questlove presented The Roots' song, "Feel It"
- worked on the campaign for **Champix**
- our team performed a design audit of **Instagram**, where we evaluated all the visual elements, provided research on the competitors, and the brand presence across multiple fields
- for **Samsung**, we were responsible for exploring the visual directions to present their new products

### **UncleGrey Copenhagen**

Art Director Intern / 2019

- worked on a variety of briefs for **Bolia**, **Canon**
- developed a storyboard for a music video for **Somersby**
- helped with different formats of OOH visuals for **Weber**

### **MullenLowe LOLA Madrid**

Art Director Intern / 2019

- worked on a variety of briefs, created illustrations and concept boards for **Burger King**
- developed a storyboard for a macro shooting for **Magnum**
- helped with branding/identity presentation, prepared files for the production studio for **San Miguel**

## 🏆 awards

### **D&AD**

Wood / D&AD 2020 / New Blood  
Graphite / D&AD 2019 / New Blood

### **Clio**

Bronze / Clio 2019 / Student Innovation

### **ADC**

Merit / ADC Global 2020 / Young Ones  
Merit / ADC Globa 2019 / Young Ones

### **Cresta**

Bronze / Cresta 2021 / Brand Purpose  
Bronze / Cresta 2021 / Direct  
Bronze / Cresta 2021 / Packaging

### **AdStars**

Bronze / AdStars 2021

### **One Show**

Bronze / One Show 2019 / Young Ones

### **Portfolio**

Silver Winner / One Club for Creativity /  
BWR Portfolio Night 2021

## 📰 press

Designboom / AdForum / AdsoftheWorld /  
Communicate / Little Black Book /  
Packaging of the World / Gulf News / etc