

Nargiz Aliyeva

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Professional Summary

Multidisciplinary tech enthusiast with hands-on experience in data analysis, UI/UX design, and digital communications across international and youth-focused initiatives. Passionate about using data-driven insights and creative problem-solving to drive innovation, improve user experiences, and create social impact.

Education

ADA University

Bachelor of Science in Information Technologies

Baku, Azerbaijan

Expected May 2026

- Selected coursework: Probability & Statistics, Linear Algebra, Discrete Structures, Database Systems, IT Systems: Hardware & Software, System Analysis & Design, IT Project Management

Skills

- | | | |
|----------------------|---------------------|----------------------|
| ✓ Figma | ✓ Copywriting | ✓ Strategic Thinking |
| ✓ Adobe XD | ✓ Trello | ✓ Teamwork |
| ✓ Content Creation | ✓ Jira | ✓ Adaptability |
| ✓ SM Analytics | ✓ Critical Thinking | ✓ Creativity |
| ✓ Marketing Analysis | ✓ Problem-Solving | ✓ Leadership |
| ✓ Content Creation | ✓ Time Management | ✓ Multitasking |

Professional Experience

Palidli Hotel Resort

Graphic Designer

Freelance, Azerbaijan

Dec. 2024 – April 2025

- Designed a series of **social media visuals** and a promotional **rollup banner**, ensuring alignment with the resort's brand identity.
- Delivered **5+ custom post templates** optimized for platforms like **Instagram and Facebook**, enhancing visual engagement and consistency.
- Coordinated directly with the client to understand design goals, iterate based on feedback, and meet tight deadlines efficiently.

AMAK (Azerbaijan National Automobile Club)

Junior UI/UX Designer

Remote, Azerbaijan

Dec. 2024 – April 2025

- Designed and iterated **2 main website pages** using **Figma**, improving user navigation by **15%** (based on user feedback).
- Created **wireframes and prototypes** for website features, streamlining the design process and aligning with stakeholder requirements.
- Created **10+ engaging social media visuals** and wrote content for platforms like **Instagram, Facebook, and Twitter**, resulting in a **20% increase in engagement** across social channels.
- Designed **print materials** such as **rollups and flyers**, ensuring consistent visual branding across digital and physical media.
- Developed **interactive prototypes** using **Figma** and **Adobe XD** to visualize user flows, reducing revisions by **30%** through efficient feedback cycles.
- Ensured visual consistency between the website and social media, strengthening brand identity across **3+ digital platforms**.
- Collaborated with the design and development team to implement design feedback and optimize user experience.

AMAK (Azerbaijan National Automobile Club)
Communications & Digital Support Assistant

Remote, Azerbaijan
Dec. 2024 – April 2025

- Created over **10+ social media visuals** and wrote targeted copy for **Instagram, Facebook, and Twitter**, contributing to a **20% boost in engagement** and **12% follower growth** within 3 months.
- Assisted in executing **2+ social media campaigns**, supporting planning, scheduling, and content adaptation for different platforms.
- Helped with **English–Azerbaijani translations** for **website copy, newsletters, and social posts**, ensuring content clarity and accessibility for a bilingual audience of **5000+ followers**.
- Collaborated on collecting and organizing data from **200+ feedback entries**, supporting the data center in optimizing reporting and outreach strategies.
- Participated in weekly SMM and strategy meetings, offering design and communication insights to improve audience targeting and brand visibility.

EU Neighbours East
Social Media Facilitator

Remote, Brussels
March 2024 - November 2024

- Contribute & support the Campaigns & Social Media experts with coordination and social media content creation for **20+ YEA events and activities**.
- Contributed to social media strategy for major campaigns like **#EuroVibe, #StarQuest, #EuropeanYearOfSkills, #ForOurPlanet, and COP29 coverage** in collaboration with the **EU Delegation to Azerbaijan**.
- Developed and scheduled social media content across Facebook, Instagram, and Twitter, driving engagement and expanding reach to **27K+ users**.
- Covered social media for **high-level events with EU Member States Ambassadors**, ensuring real-time updates, visual content, and engagement on digital platforms.
- Collaborated on creating campaign visuals, posts, and stories, adapting content to different audience segments and international events.
- Analyzed social media metrics and insights to optimize engagement and performance during campaigns.

National Board of Young European Ambassadors
Copywriter & Event Coordinator

Hybrid, Azerbaijan
September 2023 - February 2024

- Crafted **content for 10+ high-level events**, including the **“Colours of Europe” exhibition** during the **FantazEU Cultural Heritage Festival**, supporting female artists under the **EU Delegation in Azerbaijan**.
- Wrote and edited **press releases, blog posts, and event descriptions** for the **EU Neighbours East website** and **YEAs Magazine 2024**, aligning with EU communication strategies.
- Conducted **interviews and evaluations of 100+ applicants** for volunteer roles, ensuring strong alignment with organizational goals.
- Played a key role in **coordinating and delivering high-level events** in collaboration with **EU Member States Ambassadors**, providing logistical, communication, and operational support.
- Supported the planning and implementation of **10+ initiatives** promoting EU values and fostering cultural exchange across Azerbaijani society.

EvaStart Car Mat Shop
Social Media Manager

Hybrid, Azerbaijan
July 2022 - May 2023

- Managed and grew social media presence on **Instagram**, increasing followers to **3K+**.
- Designed and implemented targeted campaigns, resulting in a **25% boost in sales** and a **20% increase in customer engagement**.
- Interacted with **50+ customers weekly**, building relationships and fostering community loyalty through personalized responses and content.
- Utilized performance analytics to optimize strategies, driving sustained growth in reach and brand visibility.

Azerbaijan Service and Assessment Network Formal Representative of Green ASAN project

Baku, Azerbaijan
Oct 2021 - Dec 2021

- Organized **5+ seminars** on repeat donation methods, increasing volunteer participation by **30%** and creating **customized educational materials** for ongoing campaigns.
- Coordinated and led **3+ educational trips** to botanical gardens, educating over **100 community members** on environmental conservation and sustainability practices.
- Managed **2+ charitable projects**, including feeding street animals, mobilizing **30+ volunteers** and securing **donations** for the initiatives.
- Compiled and submitted **weekly reports** on team activities and project outcomes, providing actionable insights and updates to the Green ASAN leadership.

Projects

- **Website Redesign for AMAK**
Redesigned 2 pages of the AMAK website to improve user experience, streamline navigation, and enhance visual aesthetics. This resulted in improved user engagement and a more intuitive user flow.
- **Web Design for Galactic Society Startup**
Developed a modern, user-friendly website for Galactic Society, focusing on brand consistency and responsive design.
- **Web Design for Smartwise Startup**
Led the design of a sleek, functional website for Smartwise, prioritizing user experience, accessibility, and mobile optimization. The project improved conversion rates and overall user satisfaction.
- **Web Design for Aerospace Engineering and Space Research Club**
Designed and developed the website for the Aerospace Engineering and Space Research Club, focusing on creating a professional and engaging online presence. The website improved member interaction, event promotion, and information accessibility.
- **EU "Green Future" Competition 2025 | Organizing Team (EU Delegation & EU Neighbours East)**
Contributed to the planning and coordination of the competition, promoting environmental sustainability and green initiatives.
- **Exclusive Meeting with Prime Minister of Belgium, Alexander De Croo** in the framework of **COP29** | November 2024
Participated in a high-level meeting to discuss youth engagement and EU policies.
- **EuroSchool 2024 in Ismayilli | Organizing Team (EU Delegation & EU Neighbours East)**
Coordinated the event, focusing on youth empowerment and cultural exchange.
- **Europe Day Celebrations in Brussels | Youth Exchange & Content Creation (EU Neighbours East)** | 2024
Managed social media content and facilitated youth exchanges to celebrate Europe Day.
- **CanSat 2024 Global | United States**
Represented Azerbaijan in the global CanSat competition, advancing to the final stage and showcasing satellite design.
- **International Astronautical Congress 2023 | Satellite Model Presentation**
Presented the team's satellite model to a global audience at the prestigious congress.
- **CanSat 2023 Azerbaijan | 1st Place**
Led the team to victory in the national competition, securing 1st place in the satellite development challenge.
- **"Love, Pet, Adopt" Project | 2023-2024**
Innovatively recycled Wolt delivery boxes to create shelters for stray animals, promoting environmental sustainability and animal welfare.

References ([Click to see all here](#))

Peter Michalko
Ambassador of the European Union to the
Republic of Azerbaijan
[Click here to see](#)

Nazanin Javadova
EU Neighbours East, YEAs National Coordinator in
Azerbaijan
[Click to see](#)