



# HIYA LYLA

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# Creative Design Portfolio

F/W 2024



# Hiya, I'm Lyla

the creative force you've been searching for.

I'm a Creative Designer with a penchant for all things design-related, from the digital realm to good old-fashioned print. Whether it's crafting eye-popping graphics, or composing marketing magic, you name it, I'm your go-to. My design journey has been more exciting than a rollercoaster ride through the world of music and motorsport.

You see, I've got this split personality – one part rock 'n' roll and the other racetrack royalty. With extensive experience in both the music industry and the thrilling world of motorsport, I've seen it all. From concert stages to high-speed circuits, I've soaked in the vibes and translated them into my creative work.

I've had the privilege of working with some heavy hitters in the industry, including TikTok, RFM, Spotify, and even World Superbike legends like Alex Polita and Luca Scassa. I guess you could say I'm a bit of a "client whisperer" - I speak their language and turn their ideas into visual wonders.

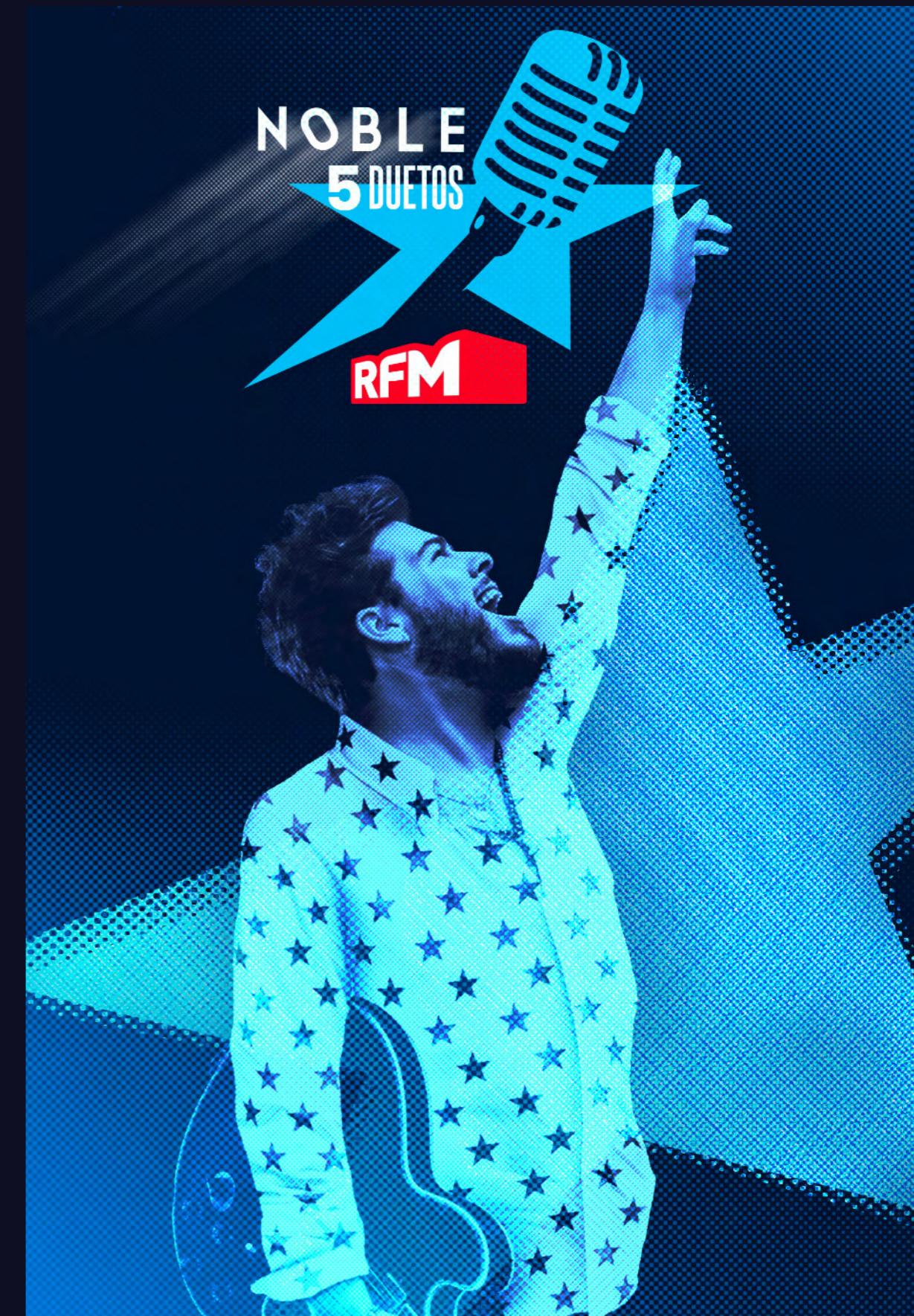
# # Project Name

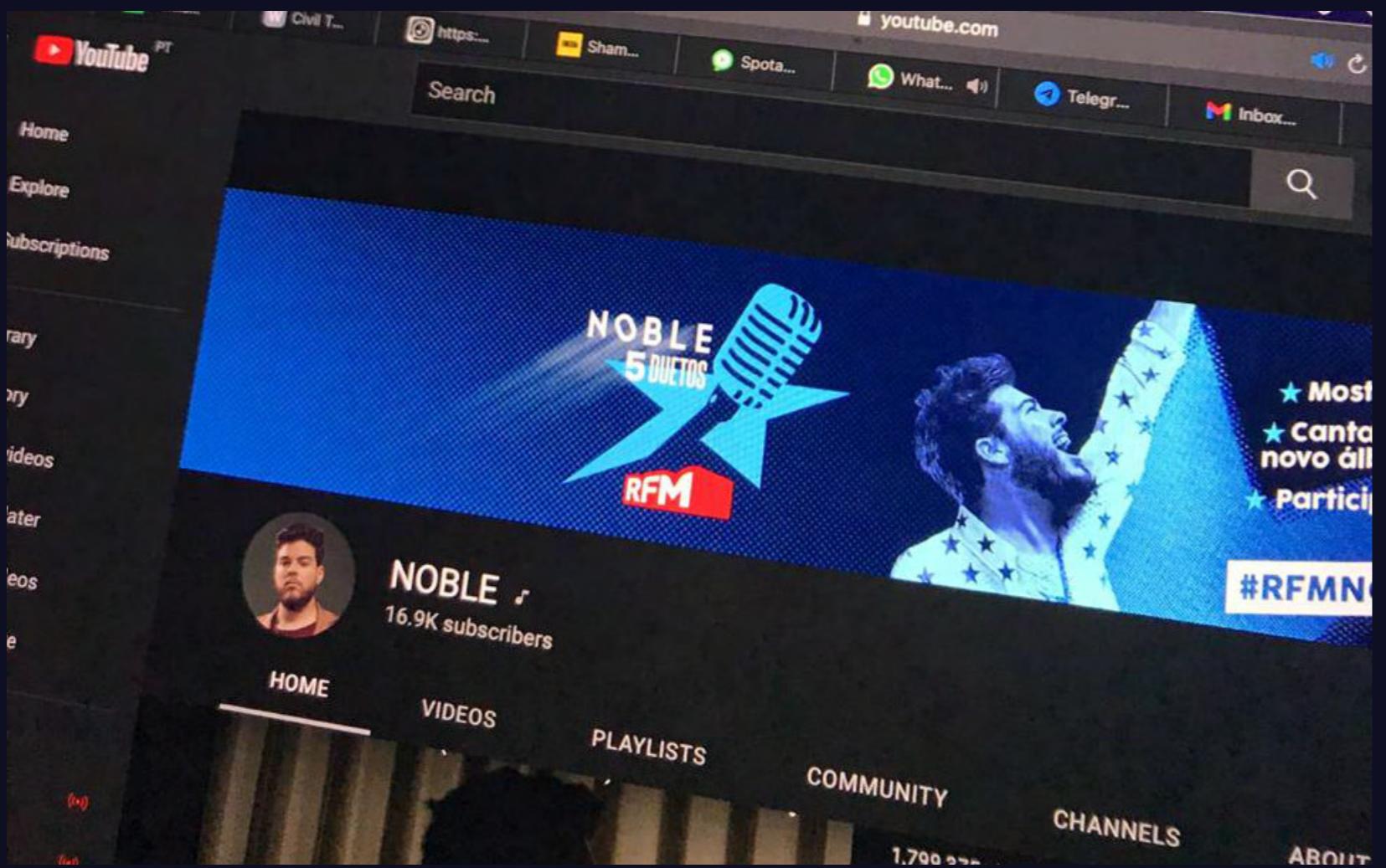
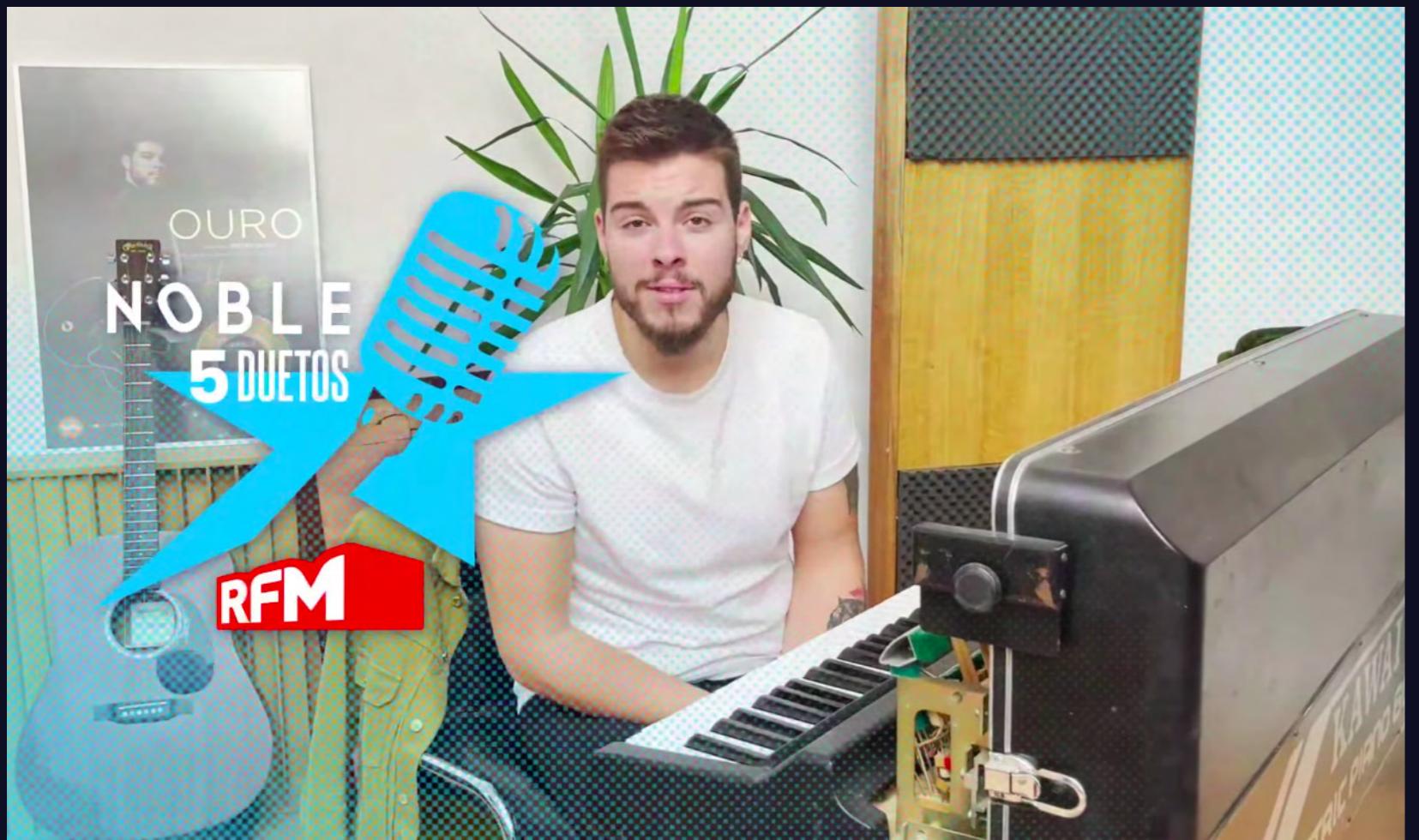
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| 02 | WILLIAMS RACING       |
| 03 | METROSONIC RECORDS    |
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# RFM NOBLE DUETOS

01

Art Direction, 2021. Campaign ran by RFM and Metrosonic Records from October until November on Instagram and TikTok platforms, where listeners were invited to duet with singer-songwriter NOBLE on two of his songs in order to be able to become part of his album.





# WILLIAMS RACING

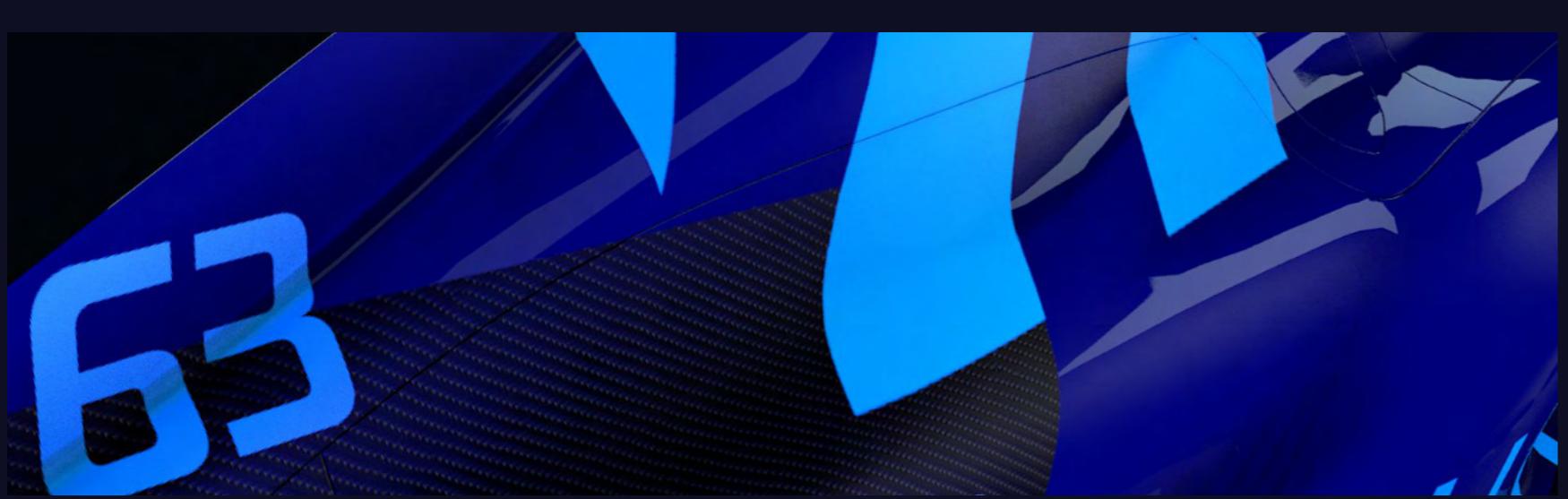
02

Branding, 2021. The logo is made up of two elements - the icon and the wordmark. The icon is based on the initial letter W to join the number 1, which represents the avant-garde of the team, in a futuristic and minimalist style replicating the feeling of speed.



WILLIAMS  
RACING





# METROSONIC RECORDS

03

Art Direction, 2020-2022. I developed the visual identity and creative direction for records and communication for NOBLE, Fingertips, Gabriela and Meestre. Worked with clients in the music industry such as RFM and Ticketline.



**FINGERTIPS**  
DEAR JEAN



GABRIELA



**MESTRE**  
YOU



**FINGERTIPS**

**GABRIELA**

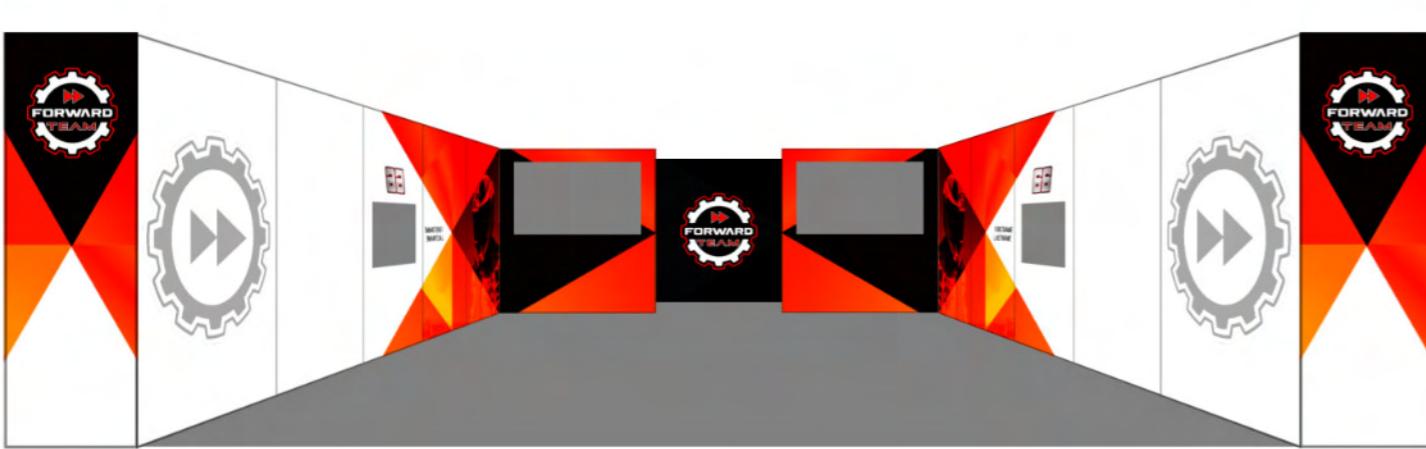
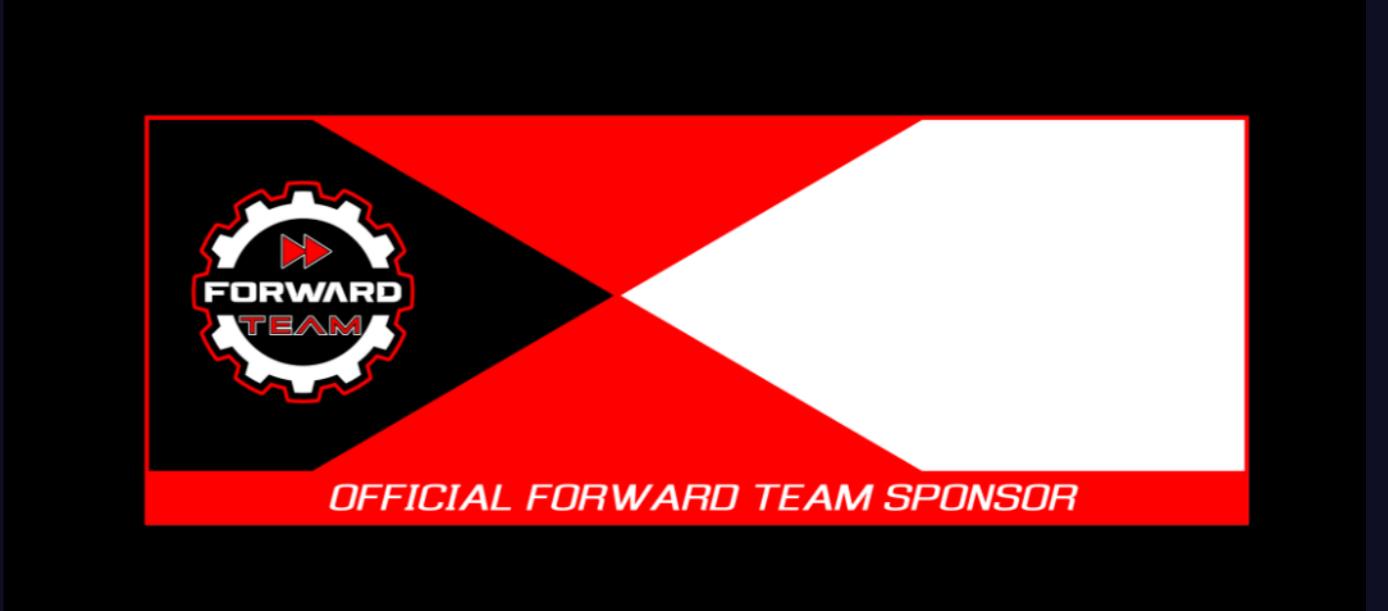
*Meestre*

# FORWARD TEAM

04

Branding, 2023. I proposed a refreshed brand identity for one of the only factory teams in Moto2, based in Switzerland with Italian pride, the idea was to renovate the image to coincide with the goals of giving a platform to young talent for a younger, digital-keen audience.

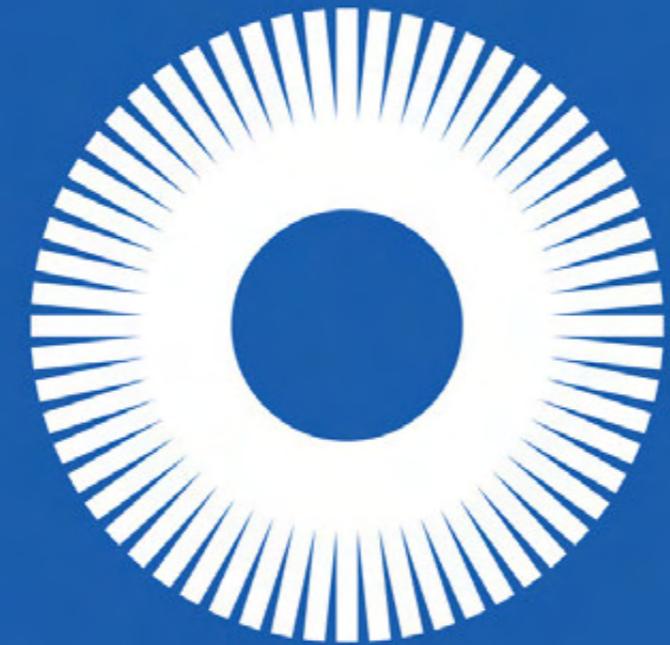




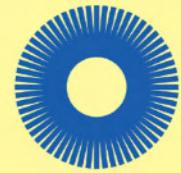
# TURBINA

05

Branding, 2020. In the face of an ecological concern and the leveling of visual communication, the graphical stamp is reduced to its minimum. The aim is to reduce visual noise, both physically and digitally, within the framework of the promotion of culture and the artistic aptitude of artists.



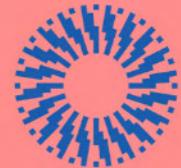
# TURBINA



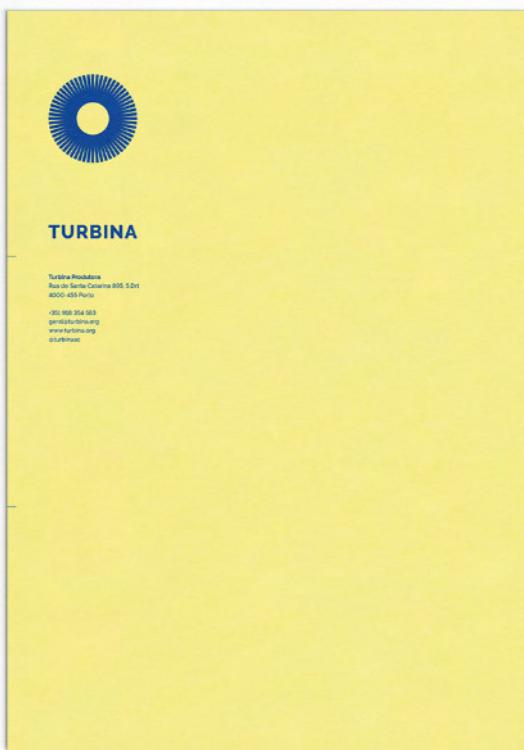
**TURBINA**  
PRODUTORA



**TURBINA**  
EDITORADA



**TURBINA**  
LOJA



# DECALSPOTTERS

06

Branding, 2020. Its identity is based around crosshairs - a sign for the spotting of decals that are applied on racing vehicles, which represent sponsors that teams and organisations sign with for commercial and other benefits.



# Decalspotters

# GRMELLI INDY SERIES

07

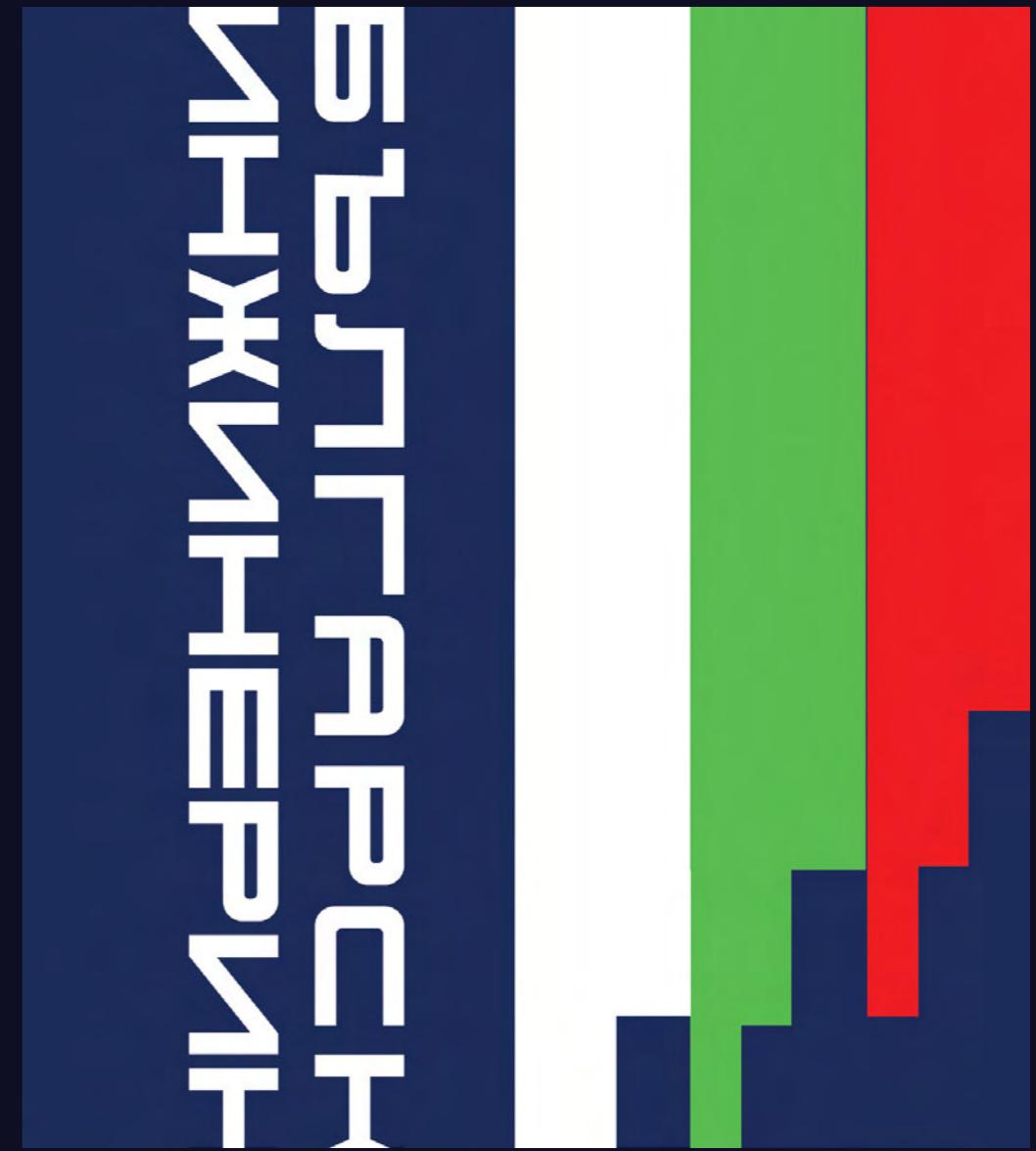
Art Direction, 2018. The main event locates in the renowned Indianapolis Motor Speedway, which came as the focus of the series' identity rebrand, representing the iconic track with a speedmark stylised wing, as well as applying a "heat" effect for the intense spirit of racing.



# BULGARIAN ENGINEERING

08

Branding, 2020. A rebrand was needed to magnify the Bulgarian roots of the engineering team. The country's flag colours now are core to the team's identity, manifested from the wings that grow from the "B" for the shortened logotype.



# GRMELLI RACING

09

Branding, 2020. To celebrate its 5 years since establishment, a rebrand was made in retro fashion, inspired by the design language of the mid-90s. A modified typeface was made for the wordmark.

Grmelli  
*Racing*



# MOTORSPORT GRAPHICS

10

Art Direction, 2021-2023. A collection of various motorsport graphics done for social media and for clients such as World Superbike alumni Alex Polita and Luca Scassa thanks to Misterhelmet.





# MISCELLANEOUS

Art Direction, 2020-2023. Miscellaneous projects in the fashion and sports entertainment fields.

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