

MARULA



EXPERIENTIAL
CREATIVE DIRECTOR

INFO

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SKILLS

CREATIVE DIRECTION

ART DIRECTION

EMERGING PLATFORMS

PHYSICAL INTERACTION

USER EXPERIENCE

SET & SPACE DESIGN

IMMERSIVE INSTALLATIONS

PROJECTION MAPPING

FILM & EDITING

MOTION & POSTPRODUCTION

CULTURAL MANAGEMENT

EXHIBITION DESIGN

ADVERTISING

ART

EMPATHY

PROFILE

I'm a Hybrid Creative with more than 12 years experience making creativity and technology collide.

A creative director, a technologist artist, a digital visualist, a spatial dreamer, a utopic curator, a label resistant, and an average human being who loves to transform innovative ideas into immersive experiences.

EXPERIENCE

2019 ● **Experiential Creative Director**

2018 **Resn** [Amsterdam - Shanghai]

Resn is a creative and production agency with a digital and interactive obsession. I had the pleasure to be part of its talented team between Amsterdam and Shanghai, directing physical experiences and interactive films, mostly for Adidas.

2017 ● **Sr. Experiential Creative** | Nike

2014 **Wieden + Kennedy** [Shanghai]

I became part exclusively of the Nike team at W+K, bringing to life and leading a fair amount of integrated campaigns for the brand, from conception to realization. Interactive experiences, TV commercials, experimental films, digital and physical activations, among others.

2014 ● **Sr. Art Director**

2013 **Wieden + Kennedy** [Shanghai]

As the first 'experiential art director' at W+K, I've helped the Shanghai office to open and refresh their vision with breakthrough ideas and experimental internal projects.

2013 ● **Interactive Creative Lead**

2011 **Greenhouse** [Shanghai]

A pioneering boutique studio in Shanghai that stimulated cultural boundaries through creative thinking and production. I was in charge of the interactive department creating and producing mapping visualisation, new retail spaces, AR, interactive exhibitions, body tracking projects, and more.

2011 ● **Co-founder & Co-director**

2008 **Core Labs** [Beijing]

A New Media Art Center and cultural referent in Beijing designed for the production, investigation, experimentation, and diffusion of the digital and audiovisual culture. I co-founded and co-directed a place where humans, technology and art became the same thing.

2008 ● **Digital Artist** [Europe - Asia]

2006 *My work has been presented at museums, galleries and festivals in Europe and China, and curated by international brands such as Gucci, Computer Arts, Leica, Toyota, Red Bull Music Academy, Stella McCartney, Audi, and Creators Projects, among others.*

CURRENT CURIOSITIES

NEW RETAIL

ROBOTICS

INTERNET OF THINGS (IOT)

MIXED REALITIES

WEARABLES

ARTIFICIAL INTELLIGENCE (AI)

HUMAN BEHAVIOUR

CURRENT INDIFFERENCE

ADVERTISING RULES

AWARDS

INTERACTIVE

Bronze Pencil at One Show

EXPERIENCE DESIGN

Gold at One Show China

EXPERIENTIAL MARKETING

Silver at One Show China

DATA VISUALIZATION

Bronze at One Show China

SPACE DESIGN

Silver at Spikes Asia

BRANDED LIVE EXPERIENCE

Bronze at Spikes Asia

OUTDOOR

Bronze at Great Wall

EXPERIENTIAL

Merit at One Show

INTERACTIVE DESIGN

Merit at One Show

EUROPEAN INNOVATIVE ARTIST

International Assoc. of Arts Critics

EDUCATION

2006 ● **Master in Multimedia**

2005 *MA Multimedia & Design*
CEA. Business Confederation

2005 ● **Doctoral course in Art & New Technologies**

2004 *Ph.D Program*
UCLM University

2005 ● **Postgraduate Certificate in Education**

2004 *PGCE / PGCertEd*

2004 ● **Bachelor in Fine Arts**

2000 *BA New Media Art*
UCLM & University of Seville

REFERENCES

Azsa West

CD at Wieden + Kennedy

Marula not only blows minds, she works from the heart. Not a day goes by where I am not missing working alongside such an incredibly talented, generous creative. Marula goes beyond originality, she is a real artist, a visionary. She has the ability to tap deep into an idea and bring it to life in a way that can only come from the future. She dives into the work and is there every step of the way, from the inception phase to the nitty gritty making stuff phase. She's not afraid to get her hands dirty and do whatever the project demands to ensure it's taken to the next level.

Terence Leong

ECD at R/GA

Marula isn't your normal everyday creative. She thinks beyond art and copy and this will definitely push any traditional CDs out of their comfort zone. She certainly pushed me out of mine. Marula always takes an idea and runs with it... most of the time to some really awesome places. She'd use a combination of spatial design thinking and digital tools to give an idea a 3rd or 4th dimension that it never knew it had. I'm always blown away. Marula doesn't just have great taste. She has the skills, knowledge and dedication to make it happen. She does it with her own hands or she leads a local team to build it.

Martino Butti

EP at UNIT9

Having worked closely with Marula for a number of years, I would recommend her as a very talented creative person with unique experience, and a co-worker who inspires those around her.