

Curriculum Vitae Liat Azulay

What a weird name, what nationality are you?	Dutch (Father grew up in Israel, mother is Dutch)
So, Liat, what do you do?	I'm a creative-consultant, -leader, -thinker & -maker
And where do you live?	Watertorenpad 23, 1972NZ IJmuiden
Ok, ok, so if i want to call you...	+31 6 28 76 37 41
...or rather send an email?	liat@nudnik.nl
Delicate question; how old....	39

Overall:

2010 - NOW	Freelance Creative Consultant Multiple agencies and brands (also see client list)
2010 - NOW	nudnik Creative Studio www.nudnik.com Artist
2021 - NOW	Club Leaf Interim Creative Director
2021 - NOW	Z Streetmagazine Creative Director
2021	Radiocorp (100%NL & SLAM!) Creative Consultant 3 months
2021 - NOW	Icemobile & Brand Loyalty Creative Consultant
2020	Young Capital Creative Consultant 3 months
2018 - 2019	Tony's Chocolonely Creative Consultant, creative director events
2017 - 2018	DFFRNT Media VR & AR company Creative Consultant 14 months
2016	Vodafone Interim Creative Director / Consultant 3 months
2011 - 2015	Ludduvuddu 'The Broken Heart start-up' Founder
2015	CoolCat Fashion Interim Brand Director 4 months
2015	Coz Marketing Interim Creative Director 7 months
2014	McKinsey Creative Lead 'Namens Nederland' project 3 months
2014	Fairzekering car insurance start up Freelance Creative Director Brand 6 months

2013 / 2014	Aegon Insurances Freelance creative director Kroodle (insurance label) 8 months
2012	Talpa Media Freelance format developer talent pool 1 month
2012	WayToStay apartment rentals Barcelona Freelance Creative Director 12 months
2011	Muse & Icemobile (Digital / Mobile Agency) Freelance concept developer 12 months
2010	Hyves Freelance concept developer 3 months
2008 - 2009	SSSS & Orchestra Amsterdam Creative
2006 - 2007	LOWE Amsterdam Art Director
2005 - 2006	Saatchi & Saatchi Art Director
2004 - 2005	WijZijnLeuk Design Founder
2002 - 2003	Etcetera Internship art direction at advertising agency
Horeca	De Lift Haarlem, Panama Amsterdam and De Heeren van Amstel Amsterdam.

Other Clients & agencies that I've worked for:

VICE media, a lot of different start ups, H&M, Reebok, Green Challenge, WE Fashion, Samsung, Heineken, T-Mobile, ABN AMRO, Unilever, iamsterdam, Delta Lloyd, KPN, Dutch State lottery, Citroën, Procter & Gamble, Humana, Philips, Tribal DDB, Disaronno, ANWB, Mercedes-Benz, Microsoft, and many, many others.

Education

2019:	Participant Pictoplasma Academy Berlin - Character Design
2014 - 2015:	Participant in Masterclass program 'Driving Dutch Design' by Dutch Design Week, BNO & ABN AMRO
2012 - 2013:	Founding Participant THINK Amsterdam: School for creative leadership www.thnk.org
2004 - 2005:	School for Commercial Communication (SCC) Amsterdam
2000 - 2004:	Degree Graphic Design / Concept at school for Graphical Arts Amsterdam

Expertise

Brand positioning, marketing & communication, character design, advertising, creative leadership, connector, public speaker, creative coaching, inventor of fun, name development, storytelling, strategy, design, art direction, entrepreneurship, copywriting, start up expert, mobile, graphic design, hand lettering, keynote expert, I hate powerpoint,

woodcarvings, sculpting, Basecamp project tooling, Photoshop, Illustrator, Indesign, Keynote, Final Cut Pro and all the regular stuff like Microsoft Office etc.

Languages

Native Dutch, fluent in English writing & speaking

Prices & Nominations

2020: Participant Rijks Award, NL
2018: Jury Award Designboom Christmas Contest OSAKA GRAND FRONT, Japan
2017: Dutch Design Week participant 'Merrexmas'
2014: Dutch Design Week attendee with 'Driving Dutch Design'
2012: Nominee Woman of the Year Award (Viva, Dutch female magazine)
2012: Accenture Innovation Award Finalist (ludduvuddu)
2012: Winner TNW Dutch Start Up Awards category 'Best Newcomer' (ludduvuddu)
2011: Winner Dezeen expo space London (feats per minute)
2011: Winner Tokyo Design Week Food Container Competition (Mouth Molding)
2011: Silver Cannes Lion Media (Samsung 3D)
2011: FWA site of the day (IE9)
2011: ADCN Outdoor nomination (Samsung 3D)
2011: Webby Award Best Integrated Media Plan (Samsung 3D)
2010: Adstars Festival Brons Interactive (Samsung 3D)
2010: Adstars Festival Brons Outdoor (Samsung 3D)
2010: Ads of the World Gold Outdoor (Samsung 3D)
2010: Epica Silver Promotions/Events (Samsung 3D)
2010: Epica Silver Integrated Campaigns (Samsung 3D)
2010: The Internationalist Grand Prix (Samsung 3D)
2010: Festival of Media Awards Nomination (SuperSwypers)
2009: Bronze Lion Direct "Abode"
2009: Cannes Lions Shortlist Promo "amsterdam inbusiness"
2008: Cannes Lions Shortlist Outdoor "Weightwatchers"
2008: ADCN Nominee (PANL)
2007: Golden "Loeki" Nominee (Unilever)
2006: Golden Lion at the Young Creative Competition Cannes (Nokia)
2005: First Place SJP Young Talent: (Dutch Forensic Institute)
2005: First Place Dutch Young Dogs (Telegraaf/ national newspaper)
2004: Second place Creatives Competition Interbest (Outdoor)

Stuff to be proud of:

2022: Songwriting Masterclass Thomas Acda & Cor Bakker - Home of the Muse Bonaire
2022: Pictoplasma Group Expo Berlin - Neurotitan Gallery - What Glows in the Dark?
2022: Curator & artist Broken HE(ART) Expo Amsterdam
2022: 'What glows in the dark?'- expo Pictoplasma gallery in Berlin
2019: Guest Lecture 'Creative Concepting' CREA Geneve
2019: Member of the jury Activation & Entertainment (ADCN)
2018: Member of the jury Branded Content (ADCN)
2015: Start up community member Tribewanted Bali
2015: Interview in sports glossy 'Helden' about Dutch Design

2014 - 2015 Commissioned art piece real size Periscope for McKinsey

2012 Lot of free publicity around ludduvuddu; tv, online, print, radio; everything.

2012 - NOW Inspirational speaker at various events (Sanoma Media Parade, Woonbeurs, Indie Brands conference, Droog design inspiration night)

2012 + 2013 Member of the jury (online campaign / mobile) Spinawards

2006 - 2008 Board member Dutch Young Creatives (JongeHonden)

2010 Member of the jury Art, Art Design Creative Netherlands (ADCN)

2008 Research article in 'Adformatie' (Dutch Advertising Magazine)

2008 Interview in Bright Magazine

2008 Member of the jury Young Talent, Art Design Creative Netherlands (ADCN)

2007 Interview in Wallpaper* magazine

2007 Participant PANL/Epson Photo festival Naarden

2007 Member of the jury Copy Art Design Creative Netherlands (ADCN)

Say hello:

Linkedin:

Instagram:

Blog:

<https://nl.linkedin.com/in/liatazulay>

<https://www.instagram.com/missnudnik/>

www.konikermaareenhapjevannemen.nl (Dutch)