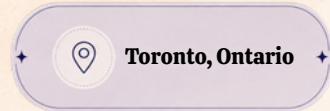


Justin Kielly



Multidisciplinary artist & creative director working across moving image, visual arts, narrative, experiential & participatory practice

Artist Profile

Nearly 15 years of creative practice telling stories through public-facing artistic work. After film school, my path began in the camera department, learning the physical language of production on film and television sets. That early experience gave me a technical foundation in how images are built: the equipment, timing, pressure, problem-solving, and invisible labour behind what appears on screen. Over time, my practice moved beyond the mechanics of production into a deeper interest in what stories make people feel. Years spent shaping public-facing media sharpened my instinct for emotional resonance: finding the human thread inside complex subjects, whether the story is about nature, identity, community, memory, or care. I'm interested in the places where connection forms and fractures — where trust, belonging, and the systems around us begin to shape how people see themselves and each other. As a queer artist from Newfoundland who has lived and worked across British Columbia, Alberta, and Toronto, my work carries a strong sense of story and atmosphere. My current practice moves between screen, space, and community — using image, atmosphere, design, and community to create work that feels personal, public, and emotionally alive.

Independent Works / Artist-Driven Practice

2025-2026
Toronto, Ontario

Queer Pilates Club - Participatory Cultural Wellness Series - Paid Artist Fee
Founder / Creative Director / Producer

Turned a gap in queer community into a sold-out pop-up wellness series, translating brand, movement, music, and social connection into a living community platform.

2026
Toronto, Ontario

GAYDHD - Multimedia Essay & Non-linear Memoir Project Published via Substack
Creator / Writer / Host & Producer

Storytelling project exploring queer identity, ADHD, pop culture, personal narrative, and the emotional architecture of growing up different.

2026
Toronto, Ontario
with filming locations
in Caledonia, Georgina,
Singhampton & Caldeon

Borrowed - Narrative Short Film, In Development
Writer / Director / Producer

Queer psychological thriller exploring intimacy, control, and memory through the story of a couple trapped within a mysterious experiment in rural Ontario.

2024
Toronto, Ontario

Feelin' Myself - 2-Part Queer Hip-Hop Event Series - Paid Artist Fee
Creator / Producer

Music-driven nightlife project with editions in May and November centred on queer club culture, hip-hop, drag performances, and community.

2022
Toronto, Ontario

Lucid Space - Independent Short Dance Film - Paid Artist Fee
Cinematographer / Editor / Camera Operator

Internationally presented dance film screened at BIPOC Film Festival, Moovy Tanz Film Festival, IMARP, and more (see recognition section of CV). Helped define the film's visual and emotional language through cinematography; framing, lighting, set atmosphere, time-of-day choices, translating its themes of misogyny, distortion, and liberation into a cohesive dreamscape.

Arts & Cultural Work Experience

10+ years in paid arts, cultural, media, and creative leadership roles.

World Wildlife Fund Canada

2018-2025 | Senior Video Lead & Producer

Full-time salaried creative responsible for end-to-end national video initiatives as a team of one.

Selected Public Facing Works

2023-2025

Toronto, Ontario
with collaborators
in 100 Mile House,
British Columbia

Restoring Elephant Hill - 3-part Shortform Documentary Series

Director / Producer / Project Manager

Centred Indigenous-led restoration and native plant stewardship, turning post-wildfire recovery into a clear story of ecological repair, resilience, and care for the land.

2024-2025

Toronto, Ontario
with collaborators & support
from Katzie First Nation
in British Columbia

Homecoming: A Salmon Restoration Story - Short Documentary Film

Director / Producer / Post-Prod Supervisor / Project Manager

Shaped years of unused archival footage and new material into a cohesive restoration story that deepened understanding of salmon habitat and long-term partnership with Katzie First Nation.

2023-2025

Toronto, Ontario
with collaborators
in N.B., B.C., Ont.,
N.S., and Qec.

The Climate Connection - 7-part Shortform Documentary Series

Director / Producer / Post-Prod Supervisor / Editor / Writer

Translated complex nature-based solutions into a documentary series connecting partner funds with on-the-ground conservation impact. Managed production crews across Canada.

2018-2025

Toronto, Ontario

CN Tower Climb for Nature - WWF-Canada's Largest Annual Fundraiser

Video & Photography Manager / Editor / Camera Operator

Rebuilt the event's media capture system into a scalable storytelling workflow that included managing a team of staff and volunteers, turning a fast-moving fundraiser into same-day broadcast ready news assets, climber memories, and post-event celebratory recap content.

2020-2022

Toronto, Ontario
with collaborators
across Canada,
Mexico and beyond

Wildlife Wednesday - 20+ Episode Live Stream Series

Creator / Director / Writer / Producer / Editor

Launched a livestream series one week after COVID hit that kept audiences connected to wildlife stories through weekly episodes, trivia, species videos, and live expert conversation.

Innovative Conservation Storytelling

2025

100 Mile House,
British Columbia

Above the Ashes - Immersive Storytelling Through FPV Drones

Creative Director / Producer / Drone Pilot

Expanded a standard WWF funder field trip into an immersive storytelling experience, giving donors a first-person aerial view of the destruction their support was helping repair. The flight revealed both the scale of post-wildfire damage and the pockets of Indigenous-led restoration where native trees, shrubs, and plants are helping the land recover.

International Cinematographers Guild (ICG 669)

2012-2013 | Paid Unionized Motion Picture & Television Productions

On-set camera department role that included setting up, maintaining, and moving camera equipment, camera lenses, batteries, cables, slating, managing camera reports, marking actors, and assisting with video village setup.

2013

Vancouver,
Burnaby, Ladner,
Maple Ridge

Jinxed - Nickelodeon Feature Film

Camera Trainee / Assistant, full 5-week production

Supernatural - The CW Television Series

Camera Trainee / Assistant, 5 x day calls

Psych - USA Network Television Series

Camera Trainee / Assistant, 2 x day calls

Big Thunder - ABC / Disney Television Pilot

Camera Trainee / Assistant, 2 x day calls

Training & Learning

- 2017**
Toronto, Ontario
- RED Academy**
Digital Marketing Certificate
16-week full-time digital marketing course, on-site in Downtown Toronto
- 2012-2013**
Burnaby, B.C.
- ICG 669 Trainee Program** - Camera Department
Course Completion & Union Rate On-Set Hours
Selected for a competitive camera trainee program following film school. Completed full-time training in camera department protocols and unionized production practices before on-set hours. Included multiple weeks of hands-on lens, camera, and steadicam training sessions at Panavision.
- 2011-2012**
Kelowna, B.C.
- Centre for Arts and Technology**
Diploma, Digital Filmmaking
15-month intensive digital filmmaking program in Kelowna, B.C.

Teaching, Workshops, & Community Engagement

- 2025**
Toronto, Ontario
- WWF-Canada** - Video & Content Bootcamp for All Conservation Staff
Instructor / Session Leader
Collaborated with two colleagues to produce and lead a bootcamp teaching staff how to capture simple, beautiful, and effective content to help tell the story of our work while they're in the field.
- 2018**
Toronto, Ontario
- RED Academy** - Invited back by former instructor Janelle Powell
Guest Video Instructor
Designed and led a full-day video storytelling workshop combining camera/lens demos, product-story exercises, and beginner Adobe Premiere Pro editing.
- 2012**
Toronto, Ontario
- Film School Final Screening Initiative**
Student Producer / Event Lead
Pitched and organized an off-site venue screening for graduating short films, turning a standard in-school showcase into a more elevated public presentation.
- The following projects are detailed earlier in the CV; notes here focus specifically on teaching, facilitation, audience development, and community engagement.
- 2025-2026**
Toronto, Ontario
- Queer Pilates Club**
Venue sourcing, DJ & instructor booking, partnerships, social engagement, community feedback, building & maintaining email list of over 300 with through social and engaging email campaigns.
- 2024**
Toronto, Ontario
- Feelin' Myself**
Venue coordination, DJs & multiple drag queen bookings, social promotion, and street-level poster marketing designed to reach audiences through polished and nostalgic hip-hop street promo.

Recent Artist Collaborations

- Queer Pilates Club** - 2025
Sophie Jones - Queer DJ - Partnered for sold-out QPC launch - June 14
- Feelin' Myself** - 2024
The Virgo Queen - Drag Queen - Winner S5 CDR - May 2nd & Nov 30 Editions
Jada Shada Hudson - Drag Queen - Top 3 finalist S3 CDR - May 2nd Edition
PSI - Local queer hip-hop & house DJ - May 2nd & Nov 30 Editions
- Lucid Space** - 2022
Geanderson Mello - Dancer & Choreographer - Director & Choreographer
Mio Sakomoto - Dance Artist - Co-director & Dancer/Actor
Deep Patel & Countless365 - Media Students - Camera Assistants

Recognition

- Lucid Space**
Finalist - BIPOC Film Festival (Canada)
Semi-Finalist - Moovy Tanz Film Festival (Germany)
Official Selection - IMARP (Brazil), Dance Spotlight - Plesni žaromet (Slovenia), Dance: made in Canada, & more