Aidan Kelley

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EDUCATION

McGill University   Montreal, QC
Bachelor of Arts in Psychology and Political Science   *Aug. 2017 – May 2021*
Sciences Po   Paris, FR
Political Science   *Jan. 2020 – May 2020*

EXPERIENCE

3D Artist   April 2022 – Present
Freelance
- Commissioned by Toronto Artist Lou Val to a create Music Video for "Clementine" release party using Blender, Daz Studio, Marvelous Designer, and Adobe After Effects for a sold-out crowd
- Modeled, animated, and edited multiple event posters for Music and Fashion events attracting a 300-500 percent increase in interactions on Instagram
- Completed "Alive" Animation course, gaining proficiency in storyboarding, anatomy, and communication through motion

Fashion Stylist   Jul. 2022 – Sep 2023
SSENSE   *Montreal, QC*
- Curated collections for designer brands, Gucci, Burberry, and Rick Owens on SSENSE, a global fashion platform
- Led art direction and built mood boards to optimally market new brands
- Developed a deep knowledge of cultural aesthetics, fashion history, and creative analysis

Copywriter   May 2019 – July 2019
SSENSE   *Montreal, QC*
- Wrote product descriptions for SSENSE, effectively marketing the aesthetic and technical qualities of fashion, shoes, and accessories
- Gained insight into cultural zeitgeists and brand identities, mastering the use of language to communicate brand identity
- Researched and wrote descriptions of brand's histories, strengthening creative storytelling skills.

Social Media Content Creator   January 2019 – October 2019
Homebody Music Festival   *Toronto, Ontario*
- Lead the aesthetic direction of Homebody's presence on social media, increasing interactions by 150 percent compared to the previous year
- Came up with different types of content, such as getting to know artists, Homebody's daily song recomendations, and artist challanages to engage with audience
- Created content schedules, posting frequently in accordance with Instagram analytics' peak algorithm times

PROJECTS

Neo Thyoniii | *Blender3d, JavaScript, html/css, Photoshop*   December 2022 – Present
- Modeled a 3d environment called Neo Thyoniii in blender3d, optimizing geometry, UV maps, and baking textures
- Refined workflow regarding transferring assets from 3d programs to code, and how to optimize these assets for increased speed.
- Used a mix of javascript, speffically the three.js library, html, and css to create world.

iPhone/ Browns Shoes ad | *Blender3d*   November 2022
- Created mock advertisements for company's Apple, and Browns
- Wrote story lines, modeled and animated products, and sound designed advertisements
- Used Blender lighting to highlight product desgin and convey confident /and mystic aesthetics.

Technical Skills

Softwares: Blender3d, Unreal Engine, CLO3D, Substance Painter, ZBRUSH, Character Creator 3, Photoshop, After Effects

Languages: Javascript, html, css