

KEV FREENEY

Creative Director / Digital Artist / Live Experience Designer

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Cover Letter

I am a digital artist, live experience designer and creative director with over a decade of experience creating immersive multimedia experiences to engage audiences in meaningful and interactive ways.

My journey began in video production and VJing, where I crafted visual compositions for live music and music videos. Music and sound have always been integral to my work, shaping multi-sensory experiences that resonate deeply with audiences. In 2015, I co-founded Algorithm Productions Ltd., serving as Creative Director for seven years. This role allowed me to work with larger corporate clients and inspired me to explore more experimental and interactive projects on a larger scale.

Currently, I am pursuing a Master's in Philosophy in Digital Art and Intermedia Practices at Trinity College Dublin. My studies are deepening my understanding of the artistic process and the systems that support it, reinforcing my passion for co-creative practices, multimedia approaches, and collaborative ideation.

In my recent work, I have been exploring GenAI and innovative technologies to rethink how we can output scalable visual content. By developing adaptive visuals that respond to both space and audience, I aim to foster environments where creative processes flow toward sustainable and ecological works.

Projects such as "Shine Your Light" and "Around We Go" reflect my interest in directing immersive experiences that invite viewers into a shared journey. By combining projected light, immersive soundscapes, and interactive elements, I strive and speculate to craft experiences that emphasise active participation and relative/worthy engagement. I am also committed to archiving my processes to document the development and evolution of my projects for future reflection and learning.

I am particularly interested in how Mixed Reality (MR) and Extended Reality (XR) technologies can enhance these immersive experiences. By focusing on reflection rather than spectacle, I aim to create spaces where technology supports the art, encouraging exploration and participation.

My commitment to co-creative practices and multimedia approaches is driven by a love for ideation, clear communication and collaboration. I aim to contribute to projects where creative processes lead toward sustainable and ecological works, making a positive and mindful impact through art.

I am enthusiastic about bringing my experience and passion to new projects and collaborations within the arts sector. I believe my background and skills make me a valuable addition to any creative endeavor that values innovation, collaboration, and meaningful audience engagement.

Kev

> EXPERIENCE

GUEST LECTURER

N.C.A.D. IRELAND
2023 - 2024

FREELANCE CD + LIVE EXP DESIGNER

www.kevfreeney.com
2023 - 2024

CREATIVE DIRECTOR & CO-FOUNDER

ALGORITHM PRODUCTIONS LTD.
2015 - 2022

HEAD OF FILM & BRAND CONSULTANT

BODY & SOUL FESTIVAL
2014 - 2019

> SKILLS

Creative and Artistic Skills:

Creative Direction and Ideation
Art Direction (2D & 3D)
Content Development for Immersive Experiences
Visual Communication
Projection Mapping Expertise
Live Visual Performance & Integration
Generative AI and Prompt Engineering
(MR) & (XR) Technologies

Technical Skills:

Node-Based Coding / Isadora (Troikatronix)
Motion Sensing Technology
Cinematography, Drone Op / Photography
3D Software (Cinema 4D) / Post-Production

Leadership and Collaboration:

Team Leadership and Management
Creative Consultancy
Project Planning and Execution
Effective Communication Skills
Pitching and Public Speaking
Collaborative Work with Multidisciplinary Teams
Public Engagement and Audience Interaction

Research and Academic Skills:

Research and Contextualization of Art Practices
Critical Engagement with Creative Systems
Practice-Based Research Methods
Archiving and Documenting Creative Processes
Knowledge of Sustainable/Ecological Art Practices

> EDUCATION

Trinity College Dublin
Masters of Philosophy in Digital Art
and Intermedia Practices 2024 - (Current)

National College of Art and Design (NCAD)
Bachelor of Fine Arts (BFA), Fine and Studio
Arts, 2009 - 2013

> SELECT PROJECTS

- > Official Opening Party of the Irish & Icelandic Pavilions, Venice Biennale - Creative Director & Tech Producer
- > Lovely Days Stage, All Together Now Festival - Creative Director & Co-Designer - Live Performance & Festival Stage
- > Ed Sheeran Subtract Album Launch - Creative Consultant & Director - Interactive Installation
- > AVA London, Printworks London - Live Visual Artist - Live Visuals & GenAI Content
- > Around We Go, Living Canvas, - Director & Editor - Experimental Art Film
- > Where Glass Meets Water pt 3 - IPUT Tropical Fruit Warehouse, - Director & Editor - Video Installation
- > RISING - Dublin Theatre Festival 2021 - Director - Public Theatre / AV Show with Creative Ireland
- > For Those I Love - Birthday / The Pain - VFX Supervisor - Music Video
- > Saint Sister - Oh My God Oh Canada - Director & D.O.P & Editor - Music Video
- > RTE & Creative Ireland - Shine Your Light: Solstice - Creative Lead, Drone Operator, Editor & Director - TV Special
- > International PS5 Launch - Dublin - Director - Advertisement
- > Wolfwalkers Film Launch at Killkenny Animated - Director - Documentary
- > Through The Years, Google Party - Live Visual Operator & Editor - Stage Design

> RECENT AWARDS

2022 Kinsale Shark Awards

Gold in Cinematography for a Music Video

2021 Vimeo Staff Pick

For Those I Love - Birthday / The Pain

2020 ICADS

Immersive Digital Installation

2019 Adweek Experiential Awards

Best Event / Conference Experiential Activation

2019 Live Design Excellence in Installation Awards

Winner for Temporary Installation Award

2019 Kinsale Shark Awards

Silver in Immersive AR / VR / Experiential

2019 Business to Arts Awards

Jim McNaughton Award for Best Commissioning Practice

2018 ICAD Awards

Bronze Bell for Immersive Digital Experience