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Like Minded Individuals  
Creative | Collaborative | Experienced

**JOSEPH KIELY**

PRODUCER | ART DIRECTOR | PRODUCTION DESIGNER

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Born and raised in Wentworth (South Western New South Wales, Australia), a small country town on the Murray River, Joseph is from a large family and in his early years grew up the son of school teacher parents.

When Joseph began high school his parents left the teaching profession to build a very successful tourism business. Joseph's mother took a role as a community leader, representing her community for many years as a local councillor and on a number of boards, committees and associations. Joseph's father was President of the local football club, President of the local tourism association and was known and encouraged to be active in many community organisations.

Joseph's formative childhood years in Wentworth instilled a strong work ethic and an appreciation for education, business, agriculture and entrepreneurship. This region is renowned for being one of the most important food bowls of Australia and boasts a large number of successful agricultural and tourism SME's.

During these formative years Joseph experienced first hand the ancient and proud Australian indigenous Aboriginal culture through his close friendship group. That has given him a lifelong appreciation for the importance of it's rich cultural history and what it lends to the Australian identity.

After completing his Higher School Certificate he went on to further his education studying his passion - Art and Drama (Cinema) at Flinders University in Adelaide, South Australia. Joseph then went on to develop his entrepreneurial skills with an early career in business management (in Adelaide SA then in Melbourne Victoria); in the events, hospitality, promotions & marketing and retail sectors as well as in inner city real estate development. He eventually returned to his first love - Art and Drama - with a long and successful career in audio visual production.

With over 20 years experience as a successful freelance professional in the commercial audio visual production sector, Joseph has built a reputation as a talented, experienced and valued core creative team leader. As head of the Art Department (Production Designer and Art Director) Joseph brings a creative, proficient and pragmatic approach to every team project.

Joseph has forged this reputation by constantly and consistently delivering creative, high quality productions on time and on budget, whilst being able to foster the very necessary harmonious, cohesive and collaborative environment pivotal to successful outcomes.

Joseph's reputation, as a hard working, skilled and experienced leader, with a creative, innovative focus, an eye for detail and a respect for budget, is why Joseph is viewed as an asset to Production.

An important contributing factor in Joseph's success as a filmmaker, is his understanding of effective communication/messaging via a dramatic and visual language, purposefully applied throughout the production process. This skill and perspective comes from years of study, training and practice. Because of Joseph's previous roles in business and marketing, he also possesses an important understanding of the commercial imperative behind commercial productions. Joseph has both a client and an artist/technician perspective. An ability to understand & communicate what a client needs for effective messaging to the waiting audience.

Joseph has applied his skill set to a large number of commercial advertising productions, major television productions such as; *Masterchef Australia*, *Iron Chef Australia* and *Are You Smarter than a Fifth Grader*. Along with a number of feature films, short films and music video productions, these

productions have relied on Joseph's expertise stemming from years of experience at the top level of this creative art arena.

Official recognition came with the success of "Jerrycan" (Short Film) winner of the 2008 Cannes Jury Prize and then with "Yardbird" (Short Film) - in competition at the 2012 Cannes film festival. Along with these films, there has been a number of other short films (which he calls art films or "films for the love of it."), television commercials, feature films and music video clips that have also gained invitations to screen at some of the Worlds great film & television festivals such as Berlin, Montreal, Venice, Paris, New York, London, Sydney and Sundance.

### Recent History

In recent years, apart from his ongoing work as a freelance professional, Joseph has applied his expertise to building his role as a Producer at LMI. In that role Joseph merges business and production acumen with a well honed creative skill set, giving him the ability to conceive of effective and achievable projects that satisfy necessary outcomes for the client and the market.

He has also focused his energies on developing a white label software platform for use in the human resources and collaboration market. Built to be applied initially to the film and television industry across the globe. Joseph has identified a number of productivity gains that could be made in his industry and believes the platform LMI have designed will reduce production costs dramatically especially in the administration of a project.

In the last 12 months Joseph has been in Pre Production on an exciting documentary feature film named "Stories in Stone" focusing on the ancient Kimberley (northern Western Australia) rock art.

Joseph has also been developing a business model for the production and distribution of content (as lifestyle entertainment), focusing on local producers, products, services, artists and community, broadcast on digital and legacy platforms into Asia (particularly China). This model includes the traditional film and edit process as well as live broadcast of events.

### In Summary

Joseph is very positive about the future of the creative industries in Australia and internationally. He believes that the new content consumer behaviours being enabled by the evolving internet revolution necessarily means greater demand for the "fit for purpose" or "by design" filmmaking that he and LMI Productions can deliver.

"Creativity, innovation, adaptation and application are what is required into the future to service the growing demand for entertaining and informative content. There is a growing consumer base out there demanding filmed content and a real potential for businesses to garner increased international sales as a direct result of that content. It's all about awareness and opportunity. We see the model of broadcasting content into Asia as new potential or green fields - sowing seeds in the minds and hearts of a broader consumer audience and enabling business to harvest from that growing consumer base."

### PRODUCTION CREDITS :

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#### COMMERCIALS

2018 **Asahi Prime Rich**

Spinnaker Films  
**Production Designer**

2017 **Perfect Italiano**

Good Oil  
**Production Designer**  
Director: Matt Kamen

2016 **Foxtel – Demo Man**

A&E Foxtel  
**Production Designer**  
Director: Alex Kery

2016 **Yili/Amushi(China)**

Spinnaker Films

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	<b>Production Designer</b>
2016 <b>Mazda CX9</b>	Exit Films <b>Production Designer</b> Director: Greg Wood
2016 <b>RACGP Panel Show</b>	The Film Company <b>Production Designer</b> Director: Richard Keddie
2015 <b>Cisco</b>	LMI Productions <b>Producer</b>
2015 <b>Cook Medical</b>	LMI Productions <b>Producer</b>
2015 <b>Scoda</b>	Robbers Dog <b>Production Designer</b> Director: Ben Quinn
2015 <b>David Jones</b>	The Sweetshop <b>Production Designer</b> Director: Campbell Hooper
2015 <b>British Paints</b>	Guilty Content <b>Production Designer</b> Director: Barney Howells
2015 <b>Mazda 3</b>	Exit Films <b>Production Designer</b> Director: Greg Woods
2014 <b>Farmers Union</b>	Guilty Content <b>Production Designer</b> Director: Barney Howells
2014 <b>Swinburne Online</b>	One20 <b>Production Designer</b> Director: Damien Toogood
2014 <b>Sportsbet</b>	The Pound <b>Production Designer</b> Director: The Dog Boys
2014 <b>Bet Easy</b>	The Pound <b>Production Designer</b> Director: The Dog Boys
2014 <b>Bet Easy</b>	Directors Group <b>Production Designer</b> Director: Tobias Cummings &Ed Howley
2014 <b>TAC</b>	Exit Films <b>Production Designer</b> Director: Greg Woods
2013 <b>Weight Watchers</b>	Exit Films <b>Production Designer</b> Director: Mark Molloy
2013 <b>Pizza Hut/Playstation</b>	Kite Productions <b>Production Designer</b> Director: Phil Meatchem

2013 <b>Foxtel Play</b>	Foxtel <b>Production Designer</b> Director : Joel Noble
2012 <b>La Trobe University</b>	Resolution Media <b>Production Designer</b> Director: Stuart Van Eysden
2012 <b>Schweppes</b>	Exit Films <b>Production Designer</b> Director: Stephen Carroll
2012 <b>Pizza Hut</b>	Photoplay Films <b>Production Designer</b> Director: Matt Kamen
2012 <b>Kraft</b>	Exit Films <b>Production Designer</b> Director: Stephen Carroll
2011 <b>Crown Lager</b>	Good Oil Films <b>Production Designer</b> Director: Michael Spiccia
2011 <b>Comedy Channel</b>	Photoplay <b>Production Designer</b> Director: Matt Kamen
2011 <b>Rebels</b>	Cherub Films <b>Production Designer</b> Director: Julius Avery
2010 <b>Project Runway</b>	Fox 8 <b>Art Director</b>
2010 <b>Honda</b>	Exit Films <b>Production Designer</b> Director: Micca Delaney
2010 <b>Dennis Homes</b>	Otto Empire <b>Production Designer</b> Director: Stephen Carroll
2010 <b>Sorbent</b>	Renegade Films <b>Production Designer</b> Director: Tony Rogers
2010 <b>Baby Love Nappies</b>	Brilliant Films <b>Production Designer</b> Director: Tim Pietranski
2010 <b>Continental Foods</b>	Brilliant Films <b>Production Designer</b> Director: Tim Pietranski
2010 <b>Golden Crumpets</b>	Brilliant Films <b>Production Designer</b> Director: Golden Crumpets
2010 <b>McDonalds</b>	Brilliant Films <b>Production Designer</b> Director: Julius Avery

2009 <b>RACV/Channel7</b>	Otto Empire <b>Production Designer</b> Director: Stephen Carroll
2009 <b>Vic Roads</b>	Directors Group <b>Production Designer</b> Director: Ben Saunders
2009 <b>Australian Super</b>	Renegade Films <b>Production Designer</b> Director: Julius Avery
2009 <b>Members Equity – ME Bank</b>	Renegade Films <b>Production Designer</b> Director: Julius Avery
2009 <b>Worksafe Victoria</b>	Renegade Films <b>Production Designer</b> Director: Julius Avery
2009 <b>Boost Juice</b>	The Guild <b>Production Designer</b> Director: Matt Kamen
2009 <b>Lipton</b>	Directors Group <b>Production Designer</b> Director: Ben Saunders
2009 <b>Vic Government–Safer Streets</b>	Renegade Films <b>Production Designer</b> Director: Edwin Magill
2009 <b>McCains</b>	The Guild <b>Production Designer</b> Director: Jamie Doolan
2009 <b>Big M</b>	Directors Group <b>Production Designer</b> Director: Ben Saunders
2009 <b>Vic Roads</b>	Directors Group <b>Production Designer</b> Director: Ben Saunders
2008 <b>Don Smallgoods</b>	Renegade Films <b>Production Designer</b> Director: James Teh
2008 <b>Dulux</b>	Prime Cuts <b>Production Designer</b>
2008 <b>Apia</b>	Cherry Pictures <b>Production Designer</b> Director: Robbie Douglas Turner
2008 <b>Nintendo</b>	Directors Group <b>Production Designer</b> Director: Luci Schroder
2008 <b>AAMI Insurance</b>	Plush Films <b>Production Designer</b> Director: Ben Saunders
2008 <b>Ford Australia</b>	Good Oil Films

	<b>Production Designer</b> Director: Matt Murphy
2008 <b>M+Ms</b>	Prime Cuts <b>Production Designer</b>
2008 <b>Service Central</b>	Brave Films <b>Production Designer</b> Director: Chris Benz
2008 <b>Iprimus</b>	Resolution Media <b>Production Designer</b> Director: Ben Chessel
2008 <b>Target</b>	Renegade Films <b>Production Designer</b> Director: James Teh
2007 <b>Foxtel</b>	The Guild of Commercial Filmmakers <b>Production Designer</b> Director: Matt Kamen
2007 <b>First National</b>	The Guild of Commercial Filmmakers <b>Production Designer</b> Director: Damien Kelly
2007 <b>Austar</b>	Renegade Films <b>Production Designer</b> Director: Tony Rogers
2007 <b>Myer</b>	Plush <b>Production Designer</b> Director: Robbie Douglas Turner
2007 <b>Connex – Pete Mac Cancer Institute</b>	Renegade Films <b>Production Designer</b> Director: Julius Avery
2007 <b>AFL/Ford</b>	Renegade Films <b>Production Designer</b> Director: Sean Byrne
2006 <b>Beyond Blue</b>	Zealot Films <b>Production Designer</b> Director: Robbie Douglas Turner
2006 <b>Aussie Bodies “Room Service”</b> MADC Awards – Best Digital TVC 2007	Renegade Films <b>Production Designer</b> Director: James Teh
2006 <b>Mitre 10</b>	Mega Stores The Guild <b>Production Designer</b> Director: Matt Kamen
2006 <b>McCains</b>	Zealot Films <b>Production Designer</b> Director: Robbie Douglas Turner
2006 <b>Tooheys</b>	Exit Films <b>Art Director</b>
2006 <b>Hairhouse Warehouse</b>	Fame TV (Renegade Films) <b>Production Designer</b> Director: James Teh

2006 <b>Captain Snooze</b>	Zealot Films <b>Production Designer</b> Director: Robbie Douglas Turner
2006 <b>My Career.com</b>	Exit <b>Dresser</b> Director: Sian Davies
2006 <b>Leggo's</b>	Plush <b>Art Director</b>
2006 <b>Tetley Tea</b>	Directors Group <b>Production Designer</b> Ben Saunders
2005 <b>Kmart</b>	Exit <b>Art Director</b> Director: Sian Davies
2005 <b>Mc Donalds Mc Café</b>	Flying Fish <b>Buyer Dresser</b>
2005 <b>Red Energy</b>	The Guild <b>Dresser</b> Director: Emma Freeman
2005 <b>Just Jeans</b>	Exit Films <b>Production Designer</b> Director: Sian Davies
2005 <b>David Jones</b>	Directors Group <b>Production Designer</b> Director: Ben Saunders
2005 <b>Suzuki</b>	Tigerlilly <b>Dresser/Standby</b>
2005 <b>Worksafe Victoria</b>	Zealot Films <b>Production Designer</b> Director: Robbie Douglas Turner
2004 <b>Mellink Batbygobstopl</b>	Zealot Films <b>Production Designer</b> Director: Robbie Douglas Turner
2004 <b>Coca Cola – X Factor</b>	Cherub <b>Production Designer</b>
2004 <b>Jeans West</b>	Doll <b>Production Designer</b>
2004 <b>Levis Commercial – Stills Shoot</b>	Brandhouse Arnold <b>Production Designer.</b>
2004 <b>TAC “Harsh Reality”</b>	Renegade Films <b>Production Designer.</b> Director: James Teh

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 TELEVISION PRODUCTION - Broadcast Television Shows and TV Series

2012 <b>It's a Date (comedy series)</b> Winner Best New Scripted Format MIPCOM Cannes 2013	Princess Pictures & ABC <b>Production Designer</b>
2012 <b>Masterchef Australia</b> Facilitated move from Sydney to Melbourne	Shine Australia <b>Installation Manager</b>
2010 <b>Iron Chef Australia</b>	Shine Australia <b>Art Director</b>
2009 <b>Are You Smarter than a Fifth Grader</b>	Art Director <b>Roving Enterprises</b>
2008 <b>King Penguins (pilot)</b>	Beat Productions <b>Production Designer</b> Director: James Teh
2007-2008 <b>Are You Smarter than a Fifth Grader</b> (gameshow series)	Roving Enterprises <b>Art Director</b>
2006 <b>Kick (TV Series)</b>	SBS Independent-Storm Productions <b>Art Director</b> (Designer:Joe Ford) Dir: Esben Storm
<b>2002 - 2003 Crashburn</b> (TV Series)	CoxKnight Productions–Channel10 <b>Art Director</b> (Designer:RobbiePerkins)
2002 <b>Crashburn</b> (Pilot)	Cox Knight <b>Art Director</b> (Designer:RobbiePerkins) Dir: Tony Tilse
2000 <b>Stingers</b>	Channel Nine (TV Series) <b>Casual Dresser</b>
1999 <b>Secret Life of Us</b>	Southern Star (Pilot) <b>Set Dresser</b> (Designer:SallyShepard) Dir: Lynne-Maree Danzey

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 FEATURE FILMS

2016 <b>Dog Fight</b>	Dog Fight Productions <b>Production Assistant 2009</b>
2009 <b>Submerge</b>	Kat Life Films <b>Production Designer</b> Dir : Sophie O'Conner
2006 <b>Little Deaths</b>	Jason Byrne Productions <b>Production Designer</b> Multiple Directors
2005 <b>Charlottes Web</b>	Paramount Pictures Lead Set Dresser (DesignerStuartWurtzel) Director : Gary Winnick



2005 <b>Heartbreak Tour</b>	SBS 50minute feature <b>Production Designer</b> Director : Ben Chessel	<b>P</b>
2004 <b>Hating Alison Ashley</b>	HAA Films–John Brousek <b>Props Buyer</b> (Designer Ralph Moser) Director: Geoff Bennett	
2002 <b>One Perfect Day</b> Nominated AFI Awards and IF Magazine Awards Best Production Design.2005	Lightstream Pictures Production Designer Director Paul Currie	
2001 <b>The Kimes</b>	CBS Movie–VillageRoadshow <b>SetDresser</b> (DesignerPaddyReardon) Dir: ArthurAlanSeidleman	
2001 <b>The Hard Word</b>	Wildheart Films <b>SetDresser</b> (DesignerPaddyReardon) Director: Scott Roberts	
2001 <b>Road from Coorain</b>	Jan Chapman–Channel10 <b>Set Dresser</b> (DesignerJoeFord) Dir: Brendan Maher	
2001 <b>Psychic</b>	Psychic Productions SetDresser (DesignerGraceWalker)	
2000 <b>Queen of the Damned</b>	Warner Bros <b>Set Dresser</b> (DesignerGraceWalker) Director : Michael Rymer	
1999 <b>On the Beach</b>	Brian Brown – Hallmark Fillms <b>Set Dresser</b> (Designer–RogerFord) Director: Russell Mulcahy	
1997 <b>JourneyToTheCentreOf TheEarth</b>	Hallmark Films <b>Construction, Props making, Standby Carpenter</b> (Designer–Tel Stolfo) Director : George Miller	

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 SHORT FILMS

2011 <b>Yardbird</b> In Competition – Best Short Cannes 2012 Winner – Best Live Short Sydney 2012	Buffalo Films Production Designer Director: Michael Spiccia	
2008–2009 <b>Pharmville</b>	Silvereye Films Production Designer Director: Rob Sutherland	
2009 <b>US</b>	Open Channel/Screen Australia <b>Production Designer</b> Director: Anna Jeffries	

2007 **Jerry Can**

Winner of the Jury Prize - Cannes Film Festival  
2008 Official Selection Sundance Film Festival

Renegade films  
**Production Designer**  
Director: Julius Avery

2006 **Little Deaths - Tollbooth**

JasonByrneProductions  
**Production Designer**  
Director: James Teh

2006 **Little Deaths - "I like the nightlife"**

PeaceChargerFilms  
**Production Designer**  
Dir: James Teh

2006 **The Tank**

FilmVic,AFC,RenegadeFilms  
**Production Designer**  
Director: Julius Avery

2005 **William**

Creation and Cinematography award –  
Teueikan (Montreal) Film Festival 2007  
Official Selection Sundance Film Festival – 2007

AFC,Film Vic,Peter George  
Productions  
**Production Designer**  
Director: Eron Sheehan

2004 **St Kilda Film Festival Trailer**

Jason Byrne production  
**Production Designer**  
Director : Eron Sheehan

2002 **POV "I Love You"**

Ghost Pictures  
**Art Director**  
Director : Clayton Jacobsen

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 REFEREES

Naomi Cleaver

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