

Kyra Williams

Multimedia Artist
Social Entrepreneur
Instructional Designer
kyra.williams@nyu.edu | kyrawilliams.info

Education

Gates Millennium Scholarship c/o 2016

NYU Tisch's Clive Davis Institute c/o 2020 BFA, Recorded Music; Minor, Africana Studies

- Honors: Magna Cum Laude (GPA: 3.8)

NYU Steinhardt c/o 2022: MA, Digital Media Design for Learning

- Honors: Magna Cum Laude (GPA: 3.9)



I'm an instructional designer of creative, compelling, and culturally relevant learning experiences. My storytelling background spans across various creative mediums including videography, photography, journalism, podcasting, and recorded music. I have the ability to create narrative-driven educational content that's visually and sonically engaging and supported by learning theories, research, and cognitive science. I'm proficient in operating Mac OS, Microsoft Office, Google Suite, Adobe Premiere, Adobe Photoshop, Adobe Lightroom, Adobe Captivate, Pro Tools, Logic Pro X, Ableton and Serato. My relevant graduate coursework includes Learning Sciences, Cognitive Science, UX Design, Design Process for Learning Experiences, Digital Skills for Learning Designers, and Narratives, Digital Media, and Learning.

Work Experience

Stories In My Backyard (SIMBY)

Founder, Instructional Designer, Co-Instructor | Summer 2020-Present

- Providing Black youth access to culturally relevant media arts education led by Black instructors for their social, emotional, and professional development in partnership with the Philadelphia School District's TV Station
- Served 24 middle and high school Black girls in after-school photo programming from 2020-2023
- Designer of the Exposure photo program: blended learning format, Teachable LMS for online modules
- Creator of **"SIMBY Presents: The Voices of Sisterly Affection"**, a nonprofit fundraiser, outdoor photo exhibit, and VR experience honoring Philly's Black Music history from Billie Holiday to Tianna Whack (\$10,000 budget)
- Co-moderator of a virtual **screening & discussion of "Pushout: The Criminalization of Black Girls in Schools"**

NYU Steinhardt: Dean's Office of Communications

Full-Time Social Media Administrator | Summer 2022 - Present

- Creating daily content and monitoring Instagram, Facebook, LinkedIn, TikTok, X, Threads, and YouTube
- Providing social media support to ambassadors across the School managing accounts for programs, departments, and research centers as well as faculty looking to build and maintain their social presence
- Collaborating with alumni relations, marketing, and events teams to create content for prospective graduate student marketing and recruitment campaigns, #ViolentPride news, and thought leadership work

Part-Time Videographer, Photographer, Social Media Manager | Fall 2017 - Summer 2022

- Creator of profile videos, graphics, and photos for social media (students, alumni, faculty) developed from pre to post production concepts, storyboarding, interviews, filming, editing, and publishing
- My narrative-driven video edits have amassed over 76K views on NYU Steinhardt's YouTube channel
- Worked as the interim social media manager during my graduate employment (Nov. 2021-May 2022)

The Kyra Williams Media

Freelance Videographer & Photographer | Spring 2019 - Present

- Providing media services for events, performances, one-on-one sessions, and small productions in NYC & Philly
- Captured video and photo for the Clive Davis Institute's 2022 artist residency with Dawn Richard
- CDI x LA 2022 videographer, photographer, and social media manager for the week of activities, travel experience, alumni rehearsals and performances, and Intarscop Records A&R visit
- Videographer for Philadelphia's 2022 Pepsi Dig-In Day Influencer Brunch
- Photography used for the 2019 Tigris Modern Gatsby concert billboard in Times Square

DJ Masters Inc.

Event DJ | Fall 2014 - Present

- Providing local DJ services in the tri-state area as half of a father-daughter DJ duo: DJ Olive J and DJ KayO
- Discounted DJ services provided for youth track meets in Philadelphia (UAGTCA)

Relevant Experience

Abraham Lincoln High School

Volunteer | March 2023 - Present

- Guest speaker on entrepreneurship for the 2023 Annual Black Heritage Month Celebration held to educate the school's community on the contributions of those of African descent
- Guest Speaker for the 2023 Arts Professionals Career Panel alongside fellow Philadelphia School District alumni
- Occupation Advisory Committee member for the school's Career Technical Education (CTE) video program where I provide advice and support to the class' teacher as they continue to build their curriculum

NYU Female Founders Circle

Cohort Member | September 2022 - Present

- Conducted by the NYU Entrepreneurial Institute
- Invite only program created to help female founders make demonstrable progress on their startup ventures through a strong and supportive group of founders at a similar stage
- Monthly meetings, guest speakers, and coaching
- Selected as a panelist for the Inclusive Entrepreneurs: Sharing Your Purpose Through Storytelling panel in partnership with Black Girl Ventures

Clive Davis Institute of Rec. Music

Alumni Volunteer | Fall 2020 - Present

- Serving on the Institute's **Equity Task Force** created to address actionable change with regard to issues of inclusion, diversity, belonging, equity and accessibility for all Recorded Music students, staff, faculty and alumni, with a special focus on racial equity
- Serving on the Alumni Council Created to build community, forge connections and relationships between students and alumni through events, programs, mentorship initiatives, and other forms of collaboration, increase alumni engagement and participation in Clive Davis Institute affairs, and more
- Selected as the alumni advisor for the 2022 Music Business Professor Hiring Committee
- Asked to be a mentor to current students and participate in the 2022 CDI Alumni Mentorship Speed Networking event

Relevant Experience Continued

NYU Summer Startup Sprint

Team Member | May 22 - June 2, 2023

- Conducted by the NYU Entrepreneurial Institute
- Participated on behalf of SIMBY as one of 12 ventures that deepened customer discovery and tested business models through this intensive accelerator.
- Interviewed 20 Black photographers in the Philadelphia area to validate their investment in service through photography, while researching the ecosystem of Black photographers in the city, their schedules, and their journeys
- Daily startup coaching and feedback sessions, skills-building workshops with startup experts, and one-on-one coaching
- Received a \$4k grant, \$5k+ in perks: AWS and GitHub credits, legal guidance from Ferwick & West

NYU Changemaker Center

SSLD Fellow and Panelist | February 2021 - May 2023

- Selected for the 2021-2022 cohort of the [Social Sector Leadership and Diversity Fellowship \(SSLD\)](#), an 18-month leadership development program that supports NYU's BIPOC graduate students in leveraging their skills, knowledge and networks to influence positive change in the social sector.
- Invited as the founder of SIMBY to speak on the Center's "Building Relationships That Last" panel to demonstrate to students the connection between building relationships and having an impact on the communities/issues they care about.

NYU Startup Bootcamp

Participant | February 22 - 28, 2022

- Conducted by the NYU Entrepreneurial Institute
- Two half-day workshops for idea-stage ventures looking to test the value of their ideas and validate (or invalidate) the problem they are solving for their target customer
- Participated on behalf of SIMBY and identified customer segments and value propositions, formed a business thesis, and started customer discovery with corporate social responsibility professionals.

Still Loading Podcast

Co-Host & Co-Producer | March 2021 - May 2021

- Contributor to episode topics and references, editing and audio narratives, music programming, and talent as well as discussing issues related to the unique life stage of emerging adulthood, all inspired by the work of Jeffrey Arnett
- Co-hosted with Skye Danu

Honors and Awards

Gates Millennium Scholarship

Bill & Melinda Gates Foundation and UNCF | April 2016 - Present

- Amongst the final cohort of 1,000 high schoolers out of 53,000 applicants to receive this scholarship to pursue a degree in any undergraduate major and selected graduate programs at accredited colleges or universities
- Established in 1990 with the goal of developing Leaders for America's Future and awarded to African American, American Indian/Alaska Native, Asian American/Pacific Islander or Hispanic American students demonstrating financial need

Black Girl Ventures Student Founder Grant

November 2022

- Recipient of this \$500 small grant awarded to a female founder in the inclusive founder community at NYU
- Received on behalf of SIMBY for our work addressing representation

Departmental Banner Bearer Graduation Award

NYU Steinhardt School of Culture, Education, and Human Development | March 2022

- Nominated by faculty and selected as the recipient of this Graduation Award for demonstrating spirit through leadership and academic excellence.
- Included the honor of carrying the Department of Administration, Leadership, and Technology's banner during graduation at Radio City Music Hall

Black Music City Grant

REC Philly | March 2023

- Awarded \$2,000 as one of 23 inaugural recipients of this annual grant sponsored by REC Philly, WXPB-FM, and WRTI-FM that is designed to encourage artistic expression and heighten recognition for new artistic works by Philadelphia-area Black creatives that honor Philadelphia's rich Black music heritage
- Funding supported the creation of "SIMBY Presents: The Voices of Sisterly Affection," honoring Philly's Black music herstory from Billie Holiday to Tierra Whack

NYU Founders' Day Award

NYU Tisch School of the Arts | April 2020

- Named a University Honors Scholar and given this award for top-ranking Baccalaureate candidates or graduates

Press

CBS: Wawa's Welcome America Event Kicks Off With Juneteenth Celebration

Interviewee | June 29, 2021

- Video interview segment and B-roll footage of the "SIMBY Presents: The Voices of Sisterly Affection" display during the REC Philly Juneteenth Celebration for Black Music City 2021

The Philadelphia Inquirer: Black Music City Project Announces Grant Winners to Honor Philly's Black Music History

Interviewee | March 17, 2021

- Interview quote featured about "SIMBY Presents: The Voices of Sisterly Affection"