

Resume

Ofield Williams

As a creative i've had hands on experience in hip-hop culture, world music and Indigenous practices throughout my career. My knowledge of trends and issues in these areas of practice are nothing short of robust and have inspired many of my productions.

PEG City Holla Music & Film Exhibition (Canada, 1997 - 2007)

Role: Art Director, Instructor, Liaison, & Performer

I quickly took on the role of festival organizer. Aside from being one of Canada's original Hip-Hop festivals, it was and still is one of the longest running. The event included outdoor engagements, car shows, visual art expos, poetry slams, round table discussions, b-boy summits and a film festival. I collaborated with, and coordinated artists to develop site specific exhibitions, that would provide a venue for sharing, learning and simply appreciating all these artistic platforms.

Mood Ruff (National Hip Hop Group, September 1998 - September 2006)

Role: Music Producer, Rapper, DJ, & Dancer

As Mood Ruff we set out to help the world recognize the importance behind a new brand of music that was ferocious and yet jovial - behind what was coined "Canadian hip hop". It was this "Love" for the Music and Hip-Hop as a genre that lead to our first Western Canadian Music Award for "Best Hip Hop Recording" of the year. As Mood Ruff, there wasn't enough money to make mistakes. In the event mistakes were made, you quickly ground yourself, restructure, improvise, and provide new goals based on the resources you don't have.

Grand Analog (International Band, June 2010 - Present)

Role: Music Producer, Rapper, DJ, & Dancer

Grand Analog is a Canadian hip hop band, formed in 2006. With influences ranging from Rocksteady to Jazz, Afrobeat to Rock & Roll, even Drum & Bass to Library! Grand Analog has been the catalyst behind me learning music trends and music history globally. Having performed at numerous festivals across the world has given me hands on access to artists, workshops, and local culture. Not just musically but socially as well. Studying non western music has always been refuge for me. Over saturation and repetition attribute to a numbness associated with mass projection and consumption these days. "Go to it to know it."

In one way or another, every performance is a presentation.

Festivals Include:

Tall Tree (Browns Mountain, Port Renfrew) SXSW (Austin, Tx.), CMJ (New York City, NY), Shambhala Music Festival (Salmo, BC), Music4Change (Vancouver, BC), West Fest (Ottawa, ON), Fire & Ice (Whistler, BC), 416 (Toronto, ON), Winnipeg Folk Festival (Winnipeg, MB), Jazz Festival (Nationally) WCMA's (Nationally), and The MMVA's (Toronto, ON), the Ska & Reggae Festival (Winnipeg, MB), Reeperbahn (Germany), The Great Escape (Brighton, UK), TURF (Toronto), Rifflandia (Victoria), Send + Receive (Winnipeg), and others.

Grand Analog Notables:

Western Canadian Music Awards

Role: Award Winner, Performer, and Participant

In 2009 Grand Analog won Best Hip Hop Recording of The Year By The Western Canadian Music Awards For The "Touch Your Toes" EP. In 2010 Grand Analog won Best Hip Hop Recording of The Year

By The Western Canadian Music Awards For The "Metropolis Is Burning" LP. Winning these awards back to back over two years opened the door to a plethora of resources, opportunities, and long lasting friendships. Artists included Eagle & Hawk, Tanya Tagaq, and Buffy Sainte-Marie.

A student of life considers the world a classroom.

DUBSPOT (New York, 2015-2017)

Role: Program Writer, Sound Designer, & Instructor

As a Music School for both aspiring and experienced artists alike, Dubspot's mission was to inspire and enable its students to achieve their creative goals. Classes were kept intimate, in one-of-a-kind, hands-on, lab environments.

Classes Designed and Taught by Ofield:

Ableton (Top Tier Music Production & Live Performance Software)
Music Foundations (Music Origins, Instrument Origins, World Study)
Mixing & Mastering (Post Music Production Engineering)

Regent Park School of Music (Toronto, 2018 - Present)

Role: Program Writer, Actor, Sound Designer, & Instructor

For over 20 years we have seen that the study of music allows young people to flourish creatively, personally and academically - enriching their lives and future prospects. RPSM's students have access some of Toronto's best music teachers and a vast array of musical instruments and options.

Classes Designed & Taught by Ofield:

Ableton Music (Top Tier Music Production & Live Performance Software)
Keys & Beats (Learning Piano & Percussion)
Songs & Stories (Musical Theatre)
Voice Ensemble (Group Voice)
Private Voice

Teaching "Music Foundations" in NYC through DUBSPOT was equally a sharing experience as much as it was an academic learning experience for me. I went through great lengths to prepare myself to be the best direct source I could be for my students. I took extra time to learn about instruments and they're cultural origins. I used the knowledge I attained to be the blueprint for the Music Foundations course offered through Beat Street.

I believe that education is all about being excited about something. Seeing passion and enthusiasm helps push an educational message.

Manitoba Arts Council

Role: Program Writer, Curator, & Instructor (Manitoba, Sep 2005 – Present)

The Return of the Breakdancing Yogini

The key to an overall well being is to have a strong healthy mind and body. I have accomplished this by combining 26 Hatha Asana's (designed to scientifically warm and stretch muscles, ligaments and tendons in the order in which they should be stretched), 2 breathing exercises, and the basic fundamentals of "b-boying/b-girling" (Also known as the term "breakdancing"). I am teaching students the benefits of taking good care of their bodies and sharing with them how this translates into a healthy and strong mind.

Raising Global/Environmental Awareness through Music Production

The objective of this program is to educate today's youth on the effect that society has on our planet. Hip-Hop music and the culture is a highly influential lifestyle with youth today. By focusing music production around Hip-Hop & Electronica, I have made it something truly positive. I have been teaching this program primarily through the Manitoba Arts Council's "Artist the Schools" program and it has been a tremendous success.

I made an effort to take this program up north into smaller communities. Over the years I've worked along side First Nations communities and reserves. I took part in cultural traditions specific to that Band. I wrote these highly successful workshops for use through the Artists in the Schools program offered by the Manitoba Arts Council. I've logged in well over 200 weeks of educating using music, cultural dance, sustainable health practices, and immersion as tools.

BEAT STREET

Role: Founder & Director (January, 2020 - Present)

Beat Street, through art practices, offer meaningful experiences that make a balanced lifestyle more attainable. The programming offered teaches black youth to be present. They learn how to lure any stresses or anxieties away from a bad place and use it to create value, allowing for an optimal experience. Students begin to understand the importance of both the process and the outcome, by creating value. These programs utilizes Csikszentmihaly's research on the Psychology of Optimal Experience as a model for programming.

Beat Street offers Music Theory, Music Production, Video Editing, Mixing & Mastering, Video DJing, Djing, Video Mapping, and Dramatic Arts related programming daily in the form of monthly workshops. 2-3 days a week.

A leader is best when people barely know she exists, when her work is done, her aim fulfilled, they will say: we did it ourselves.

NEEDS Centre Inc. & IRcom Inc.

Role: Art Curator (Winnipeg, Sep 2008 – Jan 2015)

My leadership skills reached a higher plateau in 2008. I took the experience I gained from teaching my art programs and have shared them with other sectors of our community. I have worked alongside the Y.M.C.A. & N.E.E.D.S. centre to help facilitate "Peace Camps". These camps aim specifically to encourage special needs, refugee, high risk, and otherwise deemed disenfranchised youth to work together and learn from one another through a number of common North American, First Nations and culturally diverse exercises.

I also started work with IRcom Inc. in 2008 writing art specific programs. I also facilitated the programs and instructed the youth. My programs focused on confidence building, leadership, self realization.

ear2street

Role: Founder, Artistic Director, & Artist (January, 2011 - Present)

ear2street as a non profit organization offers facts about the planet we reside on and its inhabitants. Provisions to provide people with a safe and inviting alternative to the "norm".

I founded and operated this nonprofit as the lead director. I designed, installed, and deinstalled all media art displays and sound systems for all past engagements. I installed and deinstalled all artworks displayed. I interview, hire, and manage all staff related to the events held by ear2street. I monitor the

revenue, expenses, databases, and implement all marketing models. I serve as a primary contact for artists, partnerships, and media. I oversee the operation ensuring artistic vision(s) are carried out.

the vidCLASH series (Canada, 2012 -2013)

With our community constantly evolving and ideas recycled regularly, I wanted to take two prominent types of performance art and forcefully clash them in a way to create new directives. I was the sole curator for this series. I collaborated with Winnipeg visual artists and musicians to develop site specific installations that would highlight not only the beauty of the space I had access to, but also emphasize the beauty and intrigue of meshing two distinct art forms. I installed and deinstalled all artworks displayed. I interviewed, hired, and managed all staff r elated to the series. I monitored the revenue and expenses. I served as a primary contact for artists, partnerships, and media. I ensured the artistic vision was carried out. The Frame Arts Gallery was the main hub for this experience.

To grasp the full significance of life is the actor's duty, to interpret it is his problem, and to express it his dedication.

Acting

I've been professionally acting since the early 2000's, having over 20 professional credits under my belt. Recent roles casted me as the new voice for the iconic Budweiser "Whassup" commercials. "Whassup Again" aired in February, 2020 during the Super Bowl. The commercial was nominated as one of the top 10 Super Bowl commercials of 2020. In April 2021, I was a principal actor in the film, "Learn to Swim", set to release this winter.

An Artist exercises different methods of role play. These methods bridge a gap when feeling sincerely empathetic, compassionate, etc. You learn from experience. Regardless whether fact or fiction. Let go of yesterday. Let today be a new beginning and be the best that you can, and you'll get to where you need to be.

Thank You

Ofield Williams