

# Proda

Hailing from Newark, NJ, Kyleel Proda (Prô • da) Rolle is quickly making a name for himself in music as a versatile and genre-blending producer, artist & entrepreneur. In 2017 he founded a creative agency, XX/20 Visions, that produces multimedia experiences for artists and brands. Proda has led collaborations with artists like OSHUN, BYHAZE, Highclass Hoodlums, and Eboni Pearce. As a music producer, Proda has also worked with contemporary legends, such as Black Thought of the Roots, Wyclef Jean, Sean C, and Caron Wheeler of Soul II Soul.

## The Numbers

 **8.2k**  
IG followers

 **20m+**  
Spotify streams\*

 **11m+**  
YouTube streams\*

\*Across records produced

## The Highlights

Proda has toured in over 20 countries, including the United States, Kenya, France, Spain, Switzerland, Italy, Germany, UK, and Brazil, and at a number of major festivals.



**2016**  
Won *Best Youth Film* at the 5th Annual Blackstar Film festival for sonic motion picture, PRAEY  
PHILADELPHIA, PA

**2018**  
Performed at the 60th Annual Grammy Awards with recording artist, Logic  
NEW YORK, NY

**2018**  
Performed a COLORSxSTUDIOS session with recording artist, OSHUN  
BERLIN, GERMANY

**2020**  
Joined recording artists, OSHUN and Ms. Lauryn Hill, on an international tour  
INTERNATIONAL TOUR

**2022-PRESENT**  
DJed and composed score for the up and coming musical, Syncing Ink  
NEW YORK, NY

## Festivals



AFROPUNK



MELT

## Top Mixes, Tracks, and Playlists



► **DESIGNED BY PRODA**  
Spotify Playlist (Produced by Proda)



► **BURN**  
OSHUN



► **MY WORLD**  
OSHUN, Ft. Jorja Smith



► **BLESSINGS ON BLESSINGS**  
OSHUN



► **AFFIRMATION**  
BYHAZE



► **WE COULD BE GOOD**  
Black Thought



► **KALI**  
OSHUN

## Production Clients



Caron Wheeler



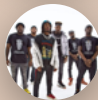
Nyota Parker



Sean C



Black Thought



Highclass Hoodlums



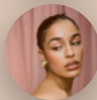
OSHUN



Syncing Ink



BYHAZE



Jorja Smith



Princess Nokia



2ONE2

## Press

PRODA IS CALLING OUT 'HEART SHAPED' RED FLAGS ON NEW SINGLE

Envert Media  
10.31.22

READ MORE

OSHUN MAKES R&B WITH A FLUIDITY THAT SPEAKS TO THEIR YORUBA NAMESAKE

The Fader  
04.12.22

READ MORE

HIGHCLASS HOODLUMS' SHORT FILM, "PLATINUM DREAM," IS OTHERWORLDLY

The Fader  
04.05.22

READ MORE

OSHUN // UP CLOSE AND PERSONAL INTERVIEW

AMPD Media  
03.10.20

WATCH NOW

OSHUN // IN STEREO SESSIONS

AMPD Media  
06.07.18

WATCH NOW

OSHUN MAKES UNION STAGE SHOW A HEALING AFFAIR

The Washington Post  
05.27.18

READ MORE

Contact  
Proda

   
@PraiseProda

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[Apple Music](#) | [Spotify](#)

EMAIL  
[XX20Visions@gmail.com](mailto:XX20Visions@gmail.com)

PHONE  
[732.794.8887](tel:732.794.8887)