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# Hank Toet // Art Director

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## Professional Experience:

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**02/2011 - Present**

Icon Mobile  
Santa Monica

### Art Director

- Design and art direction of various iPhone, Android and Blackberry applications.

**Clients: Isis, Microsoft Xbox, Kodak, Ford**

Programs used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign

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**06/2010 - 01/2011**

Sony Pictures  
Los Angeles

### Art Director

- Designer on the Sony Crackle website, iPhone and iPad Applications.

**Clients: Crackle Entertainment**

Programs used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign

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**06/2010 - 09/2010**

Level Studios  
Los Angeles

### Art Director

- Team leader overseeing the design and implementation of various design concepts for a new line of Vizio products as well as hands-on design for those products.
- Hands-on design of the Blackberry home splash page.

**Clients: Vizio, Research in Motion**

Programs used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign

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**06/2009 - 06/2010**

MashHaus Inc.  
Los Angeles

### Creative Director - Principal

- Leading a team of free-lancers as well as hands-on design of various iPhone Applications for Ocho Cinco, Terrell Owens, Dwight Howard and Mark Cuban.
- Hands-on design of various projects for Rock Software, Zillion TV and 7 for all Mankind.

**Clients: Rock Software, Zillion TV, 7 for all Mankind**

Programs used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, OmniGraffle Professional, CODA

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**04/2008 - 04/2009**

Zillion TV  
Santa Monica

### Art Director

- Leading a team of Motion Designers and Graphic Designers to develop the User Interface for the ZillionTV Set Top Box. Hands-on design of the UI and various print campaigns to promote Zillion TV.

Programs used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, OmniGraffle Professional, CODA

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**02/2008 - 04/2008**

Trailerpark  
Los Angeles

### Senior Designer

- Senior web designer on various projects including Disney Interactive and Fox Sports. Implementing the design direction given to me by the Art Director.

**Clients: Disney Interactive, Fox Sports, Clearwire**

Programs used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Flash

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**10/2006 - 02/2008**

Flickerbox  
San Francisco

### Senior Designer

- Responsible for designing various flash web demos for MicroSoft and Yahoo. Using animation and interaction to showcase new features in upcoming software releases.
- Web design for various companies including McAfee, Zimbra and Paypal.

**Clients: Microsoft, Yahoo, Paypal, Krugle, McAfee, Zimbra**

Programs used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Flash

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## Professional Experience Continued:

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### 01/05 - Present

Front 72  
Los Angeles

### Freelance Designer

- Freelance web and print design for various clients including Joe Iacono, Security Textile, IT Commerce.

**Clients:** Joe Iacono, Triadic Clothing Company, Security Textile, It-Commerce

Programs used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Flash, Coda

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### 01/2003 - 01/2005

IT Commerce  
Oakland, Tokyo and  
Angeles (Philippines)

### Senior Graphic Designer

- Responsible for redesigning the company web site. Designing the look and feel and programming the web site.

Programs used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Flash, Homesite 4

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### 06/2001 - 01/2003

IO Group, Inc  
San Francisco

### Graphic Designer

- Responsible for the Motion and interaction design for various products including interaction design and menu creation for DVD.
- Packaging design for DVD

Programs used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Flash, Final Cut Studio

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### 01/2001 - 06/2001

Busse Design  
Emmeryville

### Interaction / Web Designer

- Together with the design team helped redesign the company web site.
- Motion and interaction Design for various clients
- HTML design for various clients

**Clients :** Red Hat, Route Science, Aceva

Programs used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Flash

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### 04/2000 - 01/2001

Change the Script  
Amsterdam

### Web Designer

- Motion and interaction design for various clients
- User Interface development and layout for various clients
- HTML design for various clients

**Clients :** Compaq, Coca-Cola, GoGo Tours, Renault

Programs used: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Flash

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## Education:

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Timbergen College  
The Netherlands

**Business Administration**

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## Technical Proficiency:

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OSX / Win7

### Programs:

Adobe CS5, Final Cut Studio 2, Ableton Live 8, Reason 4  
Familiarity with Action Script, Wordpress, HTML , CSS, Dreamweaver, Coda

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