

TOBY HILDEN

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www.tobyhilden.com

PROFESSIONAL SUMMARY

- Professional Web Production artist with interactive project management experience and agency knowledge.
- Extensive knowledge of front-end web production and strong graphic design background.
- Creative problem solver. Flexible and adaptable team-player.
- Able to work to deadlines and under tight production schedules.
- Entrepreneurial spirit. Owned and operated clothing business. Solely responsible for branding, marketing, and tradeshow production logistics.
- Technical Skills: Hand-coded HTML, XHTML, DOM, CSS , 3-d modeling, UV unwrapping, texture painting
- Technical Tools: Maya, CS4 design suite
- Online portfolio: www.tobyhilden.com | [Demo reel](#)

HISTORY

Web Producer

Feb 2008 – Present

Oracle—San Francisco

Collaborate with Oracle clients and integration partners in planning and execution of large, content-heavy website. Build Oracle web pages in Stellent and Oracle portal environments. Manage supporting documentation: podcasts, videos and white papers for software releases. Produce and archive high volume of RSS news and press release updates..

Interactive Production Artist/ HTML Production

Jul 2005 – Dec 2007

Private Contractor—San Francisco

Contributed to in-house creative teams. Built marketing emails, banner ads, and landing pages. Responsible for production art, HTML and CSS layout for web-based projects. Template conversion and content migration. Adhered to strict branding guidelines and standards. Worked in fast-paced, deadline driven environment.

Clients Included: Adobe, Charles Schwab, Ogilvy One, and thirdage.com

HTML Programmer

Sep 2003 – June 2005

UCSF/ California Poison Control—San Francisco

Built and maintained online medical reference materials. Supported the materials management supervisor at UCSF School of Dentistry. Organized and distributed class materials and lab equipment.

Lead HTML Programmer

Nov 2001 – May 2003

Interactive Planet—San Francisco

Responsible for front-end HTML and template design for Loans.com site. Supervised 4 junior HTML programmers.

HTML Programmer

June 1999 – Nov 2001

All Business—Redwood Shores, CA

Hand-coded HTML web pages for e-commerce site. Integrated web application code into front-end HTML.

Contributed to company's development and growth from conceptualization and start-up to complete redesign of website in first year.

Web Production—Independent Contractor

May 1998 – June 1999

San Francisco

Design and production of web-based projects, including production art, HTML production, and design.

Clients Included: Looksmart.com, Panastream, Dimension 7, X-Mission.

Principal

1994 – 1996

Evil Puppethead Clothing—Salt Lake City, UT

Owned and operated private clothing label. Responsible for marketing, design, production, and wholesale sales. Supervised and directed contract artists and sewers. Monitored production. Showcased clothing line at tradeshow. Managed domestic and international accounts.

EDUCATION

San Francisco State University

Multi-Media Program—Currently enrolled

Salt Lake City Community College—1990

Associate of Arts

Communications, Psychology, and Sociology

Utah College of Massage Therapy—1993

Massage Modalities, Anatomy, Health & Nutrition