

## Curriculum Vitae

Hans van 't Woud

### Personal information

Given names: Johannes Salomon Sebastiaan ( Hans )  
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### Study

Title: Master of Science in Human Centered Multimedia (MSc Informatics)  
Institute: University of Amsterdam, Faculty of Science (FNWI)  
Start: September 1, 2009  
Graduated: August 30, 2010 in crowdsourcing, serious gaming and e-learning involving HiRISE NASA satellite data to cartograph Mars.

Title: Bachelor of Communication and Multimedia Design (B CMD)  
Institute: Phase I: HS Rotterdam, Willem de Kooning Academy of Arts  
Phase II: HS Rotterdam, cluster Media aan de Maas  
Start: September 1, 2003  
Graduated: July 10, 2007 involving Search engine marketing, International project management and Internet censure research with regard to "The Great Firewall of China"

Previous education 3: HBO, Data processing & Information science, HS Leiden, 2002-2003

Previous education 2: HAVO, Visser 't Hooft Lyceum Leiden, 1999- 2002  
Nature and health + math b, physics 2, German

Previous education 1: MAVO, Visser 't Hooft Lyceum Leiderdorp, 1995 - 1999  
German, English, Dutch, physics, math, chemistry

### Skills, experience and interests

#### Core skills:

- Scientific knowledge about information and media insights (web 3.0, Human Computer Interaction and Intelligent Interactive Systems)
- Serious gaming in the form of E-learning and Crowdsourcing
- Product Management
- Product Development (conceptual creation of new multimedia products combined with marketing research)
- Search engine marketing
- (International) project management
- Interaction Design / Usability Engineering
- Multimedia Engineering



- 3D Animation / Modeling
- Information Visualization
- Mobile Systems

**Additional skills:**

- Adobe Creative Suite
- Adobe Premiere & Aftereffects
- Android Design and Development (Google Smartphone OS.)
- Audio/ Video
- Color theory
- Corel Graphics Suite
- Drawing (technical/ character design)
- Dreamweaver, html, css, xml & php (basic) linked to MySQL
- Flex & Flash, action script (2.0 & 3.0), action script lite and animation
- Autodesk Maya
- Media theory
- MS Expression Design & Blend (Silverlight)
- MS Word, Excel, Access, PowerPoint
- Photography
- SPSS statistics
- Storyboarding

**Work –and administrative experience:**

Company: University of Amsterdam

December 2009 till August 2010. Enrolled for a mobile learning research project. As a research team we explore the mobile platform as an E-learning interface. Here we target to teach English to young children. The product is in the form of a serious game built on the Google Android platform. We hope that the children using our application will have a faster English vocabulary development than children who do conventional learning.

Company: BlackShore - creative

July 2009 till present. As self-employed providing services to companies as a consultant related to internet and media. Services are provided in all disciplines which are described in the skill section of this cv. Spearheads are search engine marketing and information visualization.

Company: Dotweb

June 1, 2007 till July 2008. Primary: I got the role of product manager to create a first beta version of a new enterprise, Dosjr, an online personal life management platform, with Dotweb as the holder. Also we are doing research into translating the entire Dotweb software into a more competitive environment using Microsoft Blend as the design platform. Also I am doing various marketing tasks and minor product development projects for other customers combined with usability design. Secondary: I also had the opportunity to do some minor projects for Dotweb. At first I created a new look & feel for all company's software in order to realize a visual link with the style of Windows Vista®. I first made the design of the new interface. Secondly I took this design to the technical specialists Dotweb has in hire where my new designs were implemented under my guidance.

Company: Webgamic

January 2008 until March 2008:

Short project by doing search engine marketing for the launch of FirmFootball, an online multiplayer role playing game. This project gave first inspiration in starting an own company.

#### Internship: Dotweb

Since February 12, 2007 till June 1, graduation project to close my college course Communication & Multimedia Design. This projects origin was the optimization of Dotweb's website in order to be found effectively in search engines. After some research I concluded Dotweb was in need of an entirely new website, so we built it. I did the conceptual (including design) part and project management. The programming of the CMS system and the development were done by the Dotweb technicians in Tomsk, Siberia, where Dotweb's development factory is located.

#### Internship: Aqua-Terra Nova

Starting October 21, 2005, ending January 13, 2006 dropped into a graduation project for this water management and environment consultancy while this wasn't my actual graduation year. The target was the prototype development of waterbank.nl. It is an online trading place where landowners can exchange containment water capacity. This waterbank.nl is a follow up of a new law in the Netherlands comparable to the exchange of CO2 exhaust limits between countries.

#### Internship: Hot Networkz

August 6, 2005 until October 6, 2005 I have fulfilled the duty of account manager. This was a working experience internship and I have gained experience in sales.

#### Company: Hogeschool Rotterdam

-Member prime Co administration Council.

In the period of 2004 – 2005 I have been an active member of this representative advisory body. Weekly there were meetings to discuss with the College of Administration Board in order to forward the demands and desires of the Hogeschool 's students who elected me as their representative. The main goal was to improve the HRO (Hogeschool Rotterdam) in any direction possible.

-Chairman Cluster Co administration Council Willem de Kooning Academy.

For this council I was elected to fill in the role of chairman for the college year 2005 – 2006. My duty was to guide the Council in the right directions. Most important was to maintain an open line with the director of the Willem de Kooning Academy and other HRO personnel.

-Chairman Cluster Co administration Council Cluster M2 (Media at the Maas)

At the start of 2006 until begin 2007 I got elected again to fill in the role of Chairman. Due to the enormous popularity of the world of New Media the HRO decided to form a new cluster entirely based on this profession region. My task as first chairman was to raise the first Co administration Council for M2, and to advice and give permission about important decisions creating this new cluster.

-Member College of Higher Appeal, highest right body of the HRO in disputes.

From September 1, 2006 until September 1, 2007 I was selected and installed as first student member. The HRO gave me the honor to take seat in this College which offers students the final possibility to get their right if they feel misjudged by the examining board. Our work was to re-value the decisions taken by the HRO.

#### Company: Albert Heijn, store 1402

Since the summer of 1998 until the summer of 2005 I was employed in a large chain store in Leiderdorp. I worked as team leader and wine specialist. This was a part-time job.

#### Voluntary work: Scouting

Since my 7th year until the summer of 2004 I was an active member. The last three years were filled with the staff control of young people in the age of 11 to 19 years. For this my tasks were among other things giving sailing instruction and teaching children how to have a staff function in the future themselves.

#### **Other information:**

Languages:

- Dutch, native
- English, good
- German, average
- French, minimal

Co-operation with or knowledge about foreign cultures:

- European countries, North-America, Russia and China

Character properties:

- Objective
- Creative
- Original
- Presentational skills
- Enthusiastic
- Inventive
- Stable
- Independent

Hobbies:

- Travel, adventurous
- Scuba diving
- Wave surfing
- Film & Photography
- Sailing
- Playing the piano
- Debating
- Drawing/ Painting

Drivers license:

- yes

