Ryan Hooks

Minneapolis, MN

Motion director and founder. 20 years of motion design, direction and compositing; builder of Plant Vision and Proto.

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SUMMARY

Director and motion designer turned founder. BFA Motion Graphics (SCAD, 2007). Directed and composited broadcast, music video and brand work for Vice, MTV, Vevo, Coldplay, Adidas, Google Chrome and Microsoft Office 365, with festival recognition from Sundance to Cannes. Founded Plant Vision (computer vision for plant phenotyping, 2.4M USD Dutch Top Sector grant with Syngenta and NPEC at Wageningen). Now building Proto in Minneapolis, a user-custodied biomarker wallet and decision layer for operators, and TypeLabs, a design and listing-audit studio. Comfortable owning a project from concept and boards through final delivery and shipping.

EXPERIENCE

2026 · now

Founder · Proto and TypeLabs (Minneapolis)
Proto: encrypted biomarker wallet and decision layer that turns labs and wearable data into bounded verdicts for sauna, menu and supplement operators. Two patents pending. Designed and shipped the brand, iOS app, operator microsites and motion assets end to end. TypeLabs: brand, web and search audits for independent operators, including a private chef, a restaurant and performance venues.

2021 · now

CEO · Rype
Thermal imaging for perishable goods in the cold chain. Provisional patent application 63/226,016.

2017 · 2021

Founder · Plant Vision (Wageningen, NL)
Computer vision and thermal imaging for plant and fungal health with scientists in 30+ countries. Led the project awarded a 2.4M USD Dutch Top Sector grant with Syngenta and NPEC, integrating digital phenotyping into a 30M USD research facility. StartLife accelerator, Wageningen UR, 2018 to 2019. Demonstrated live to Premier Li Keqiang and PM Mark Rutte in 2018.

2020 · 2021

Consultant · Theia Group
AI-driven hyperspectral imaging for wildfire monitoring; ground-truth pipelines for ArcGIS and QGIS.

2015 · 2017

Founder · Isabel (San Francisco)
Hydroponic greenhouse initiative; raised 250K USD; partnered with the UN World Food Programme on drought-impacted regions.

2014 · 2016

Founder · Avbl
Marketplace connecting creative professionals; grew the network to 8,500+ members.

2007 · 2024

Director, Motion Designer, Compositor · Freelance
Direction, design, animation and compositing for Vice (director and compositor), MTV Jams, Vevo TV, Coldplay (Viva La Vida), Adidas, Google Chrome, Microsoft Office 365 and up & up. Cinema 4D, After Effects, compositing, editorial and finishing. Interview and photo features for Anthem Magazine with Jane Goodall, Michel Gondry, Marina Abramović and Dustin Lance Black.

SPEAKING AND PRESS

Keynotes, panels and talks at Tech Open Air Berlin (2017), World Economic Forum Davos (2018), NVIDIA GTC Europe (2019), European Space Agency, United Nations and AgSum Tokyo (2022). Coverage in Business Insider, Futurism, Wall Street Journal, Fast Company, AgFunder, Agritecture and Motionographer.

Skills

Direction, storyboards, motion design, compositing, editorial, brand systems, UI and data visualization, Cinema 4D, After Effects, Adobe CC, Swift and iOS, web deployment (Cloudflare), computer vision and thermal imaging pipelines.

Education

BFA Motion Graphics, Savannah College of Art and Design, 2003 to 2007. StartLife Accelerator, Wageningen UR, 2018 to 2019.

Reel and full project archive at ryanhooks.net. Proto at globalproto.com. Open to remote and hybrid motion leadership roles. US citizen, based in Minneapolis (Central Time).