

**CEDRIC
HOHNSTADT**
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TOY DESIGN PORTFOLIO

Updated February 2021

PAST END CLIENTS: HASBRO • DISNEY • COCA-COLA • SCHOLASTIC • TOYS-R-US • WALMART • TARGET • BEST BUY • GENERAL MILLS

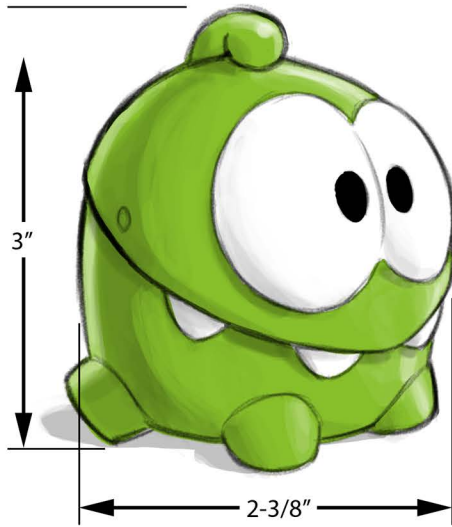
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'CUT THE ROPE' CAKE TOPPER

Client: DecoPac, Inc.



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Skin
376 C



Eyes & Teeth
White

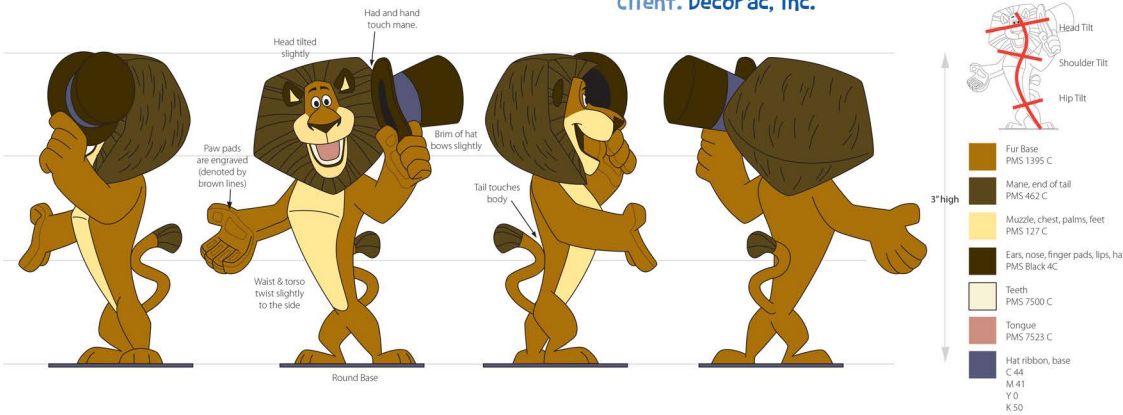


Pupils
Black 6 C

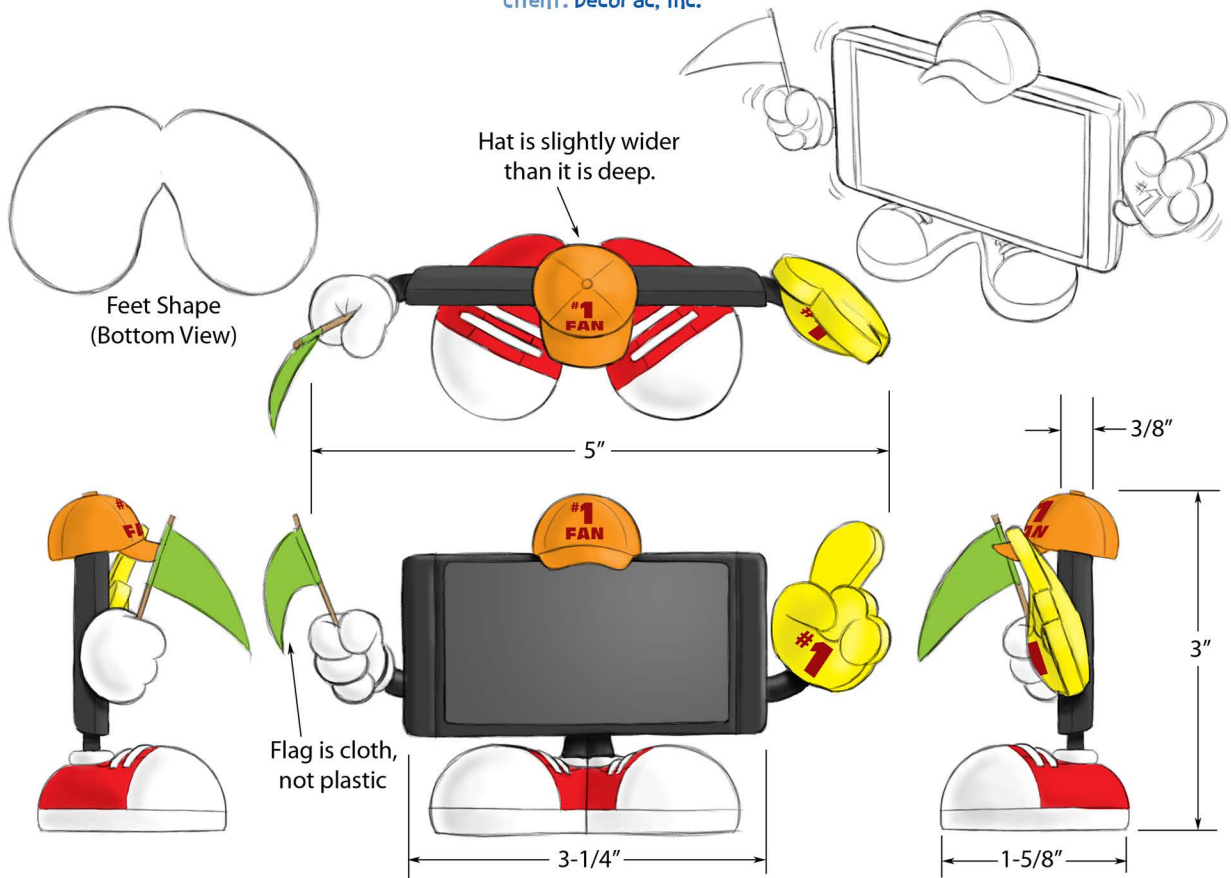


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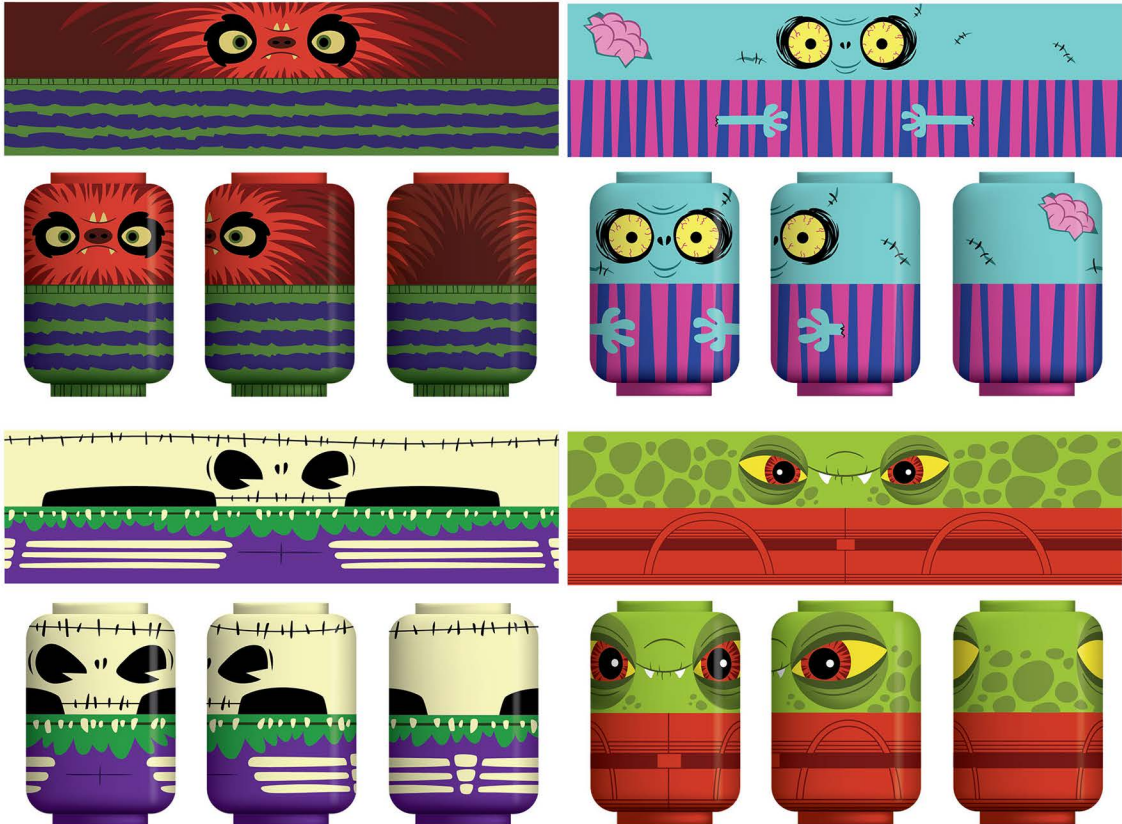
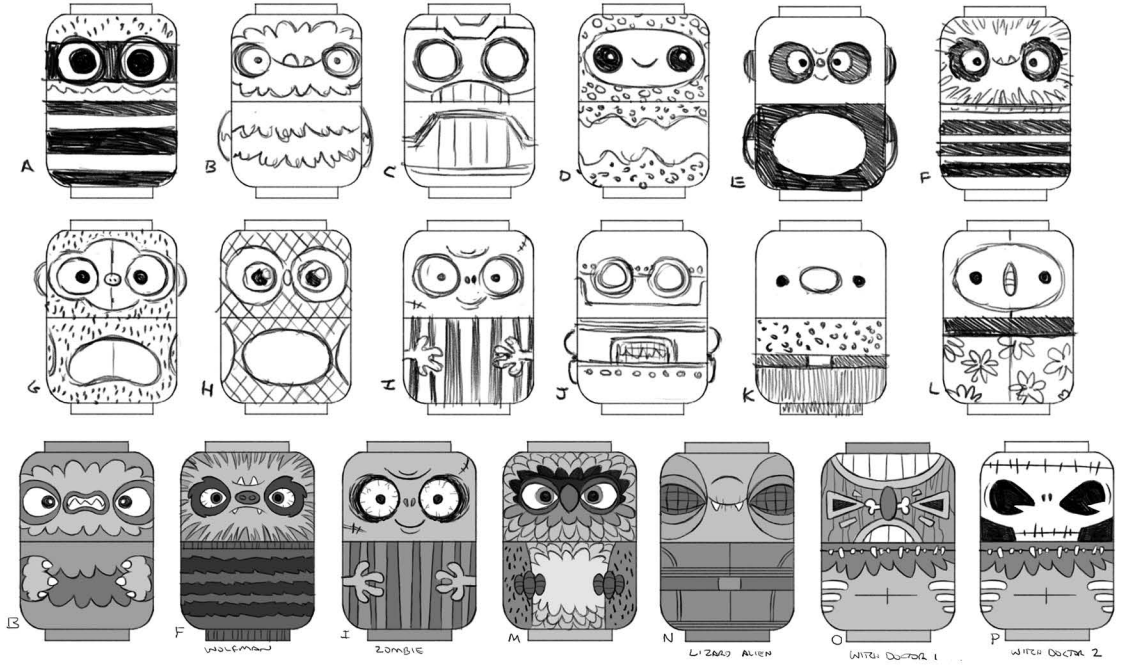
MADAGASCAR CAKE TOPPER
 Client: DecoPac, Inc.



CAKE TOPPER CONCEPT
 Client: DecoPac, Inc.



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Slinky Headz toy concept sketches by Cedric Hohnstadt (cedricstudio.com). Copyright © Alex Brands. All rights reserved.

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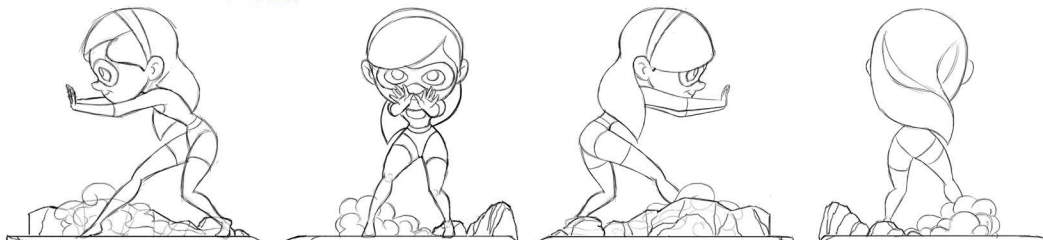
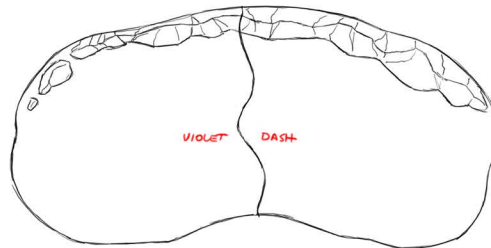
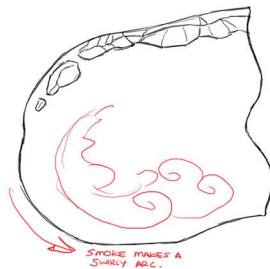
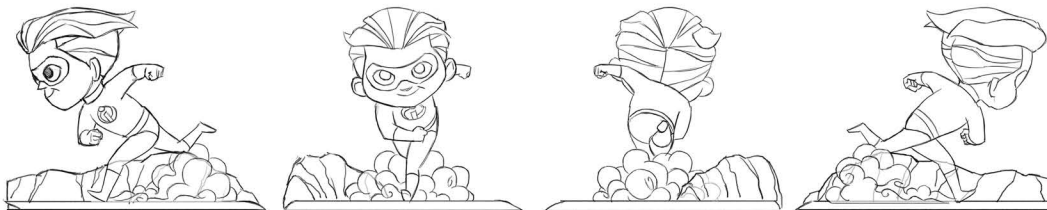
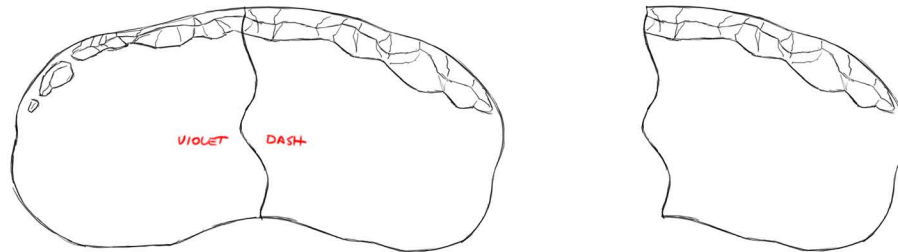
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INCREDIBLES FIGURINES

Rough control art



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VEHICLE DESIGN
Client: Smiley



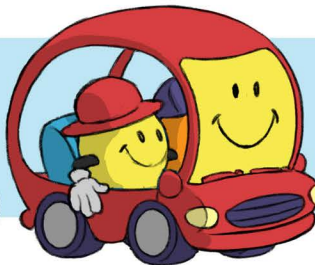
CAR



VAN



BUS



WRECK-IT RALPH
STYLE EXPLORATION
for highly stylized
figurines

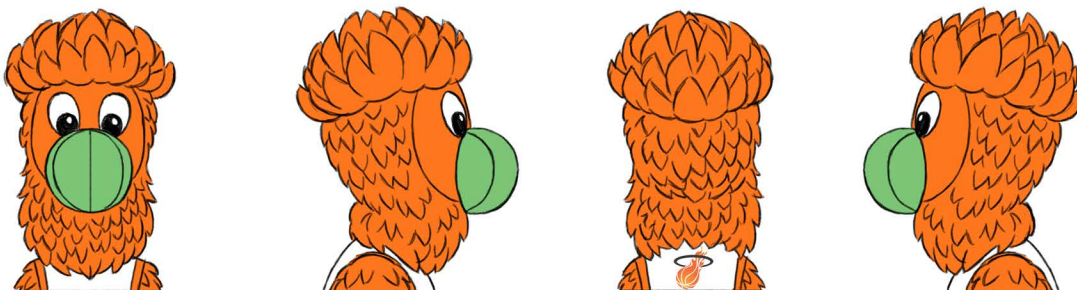
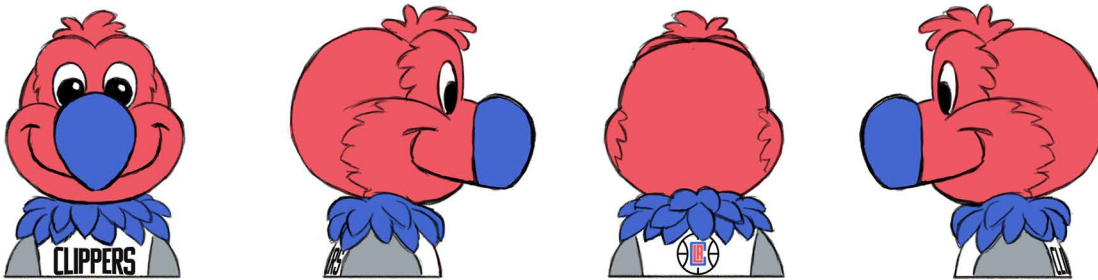
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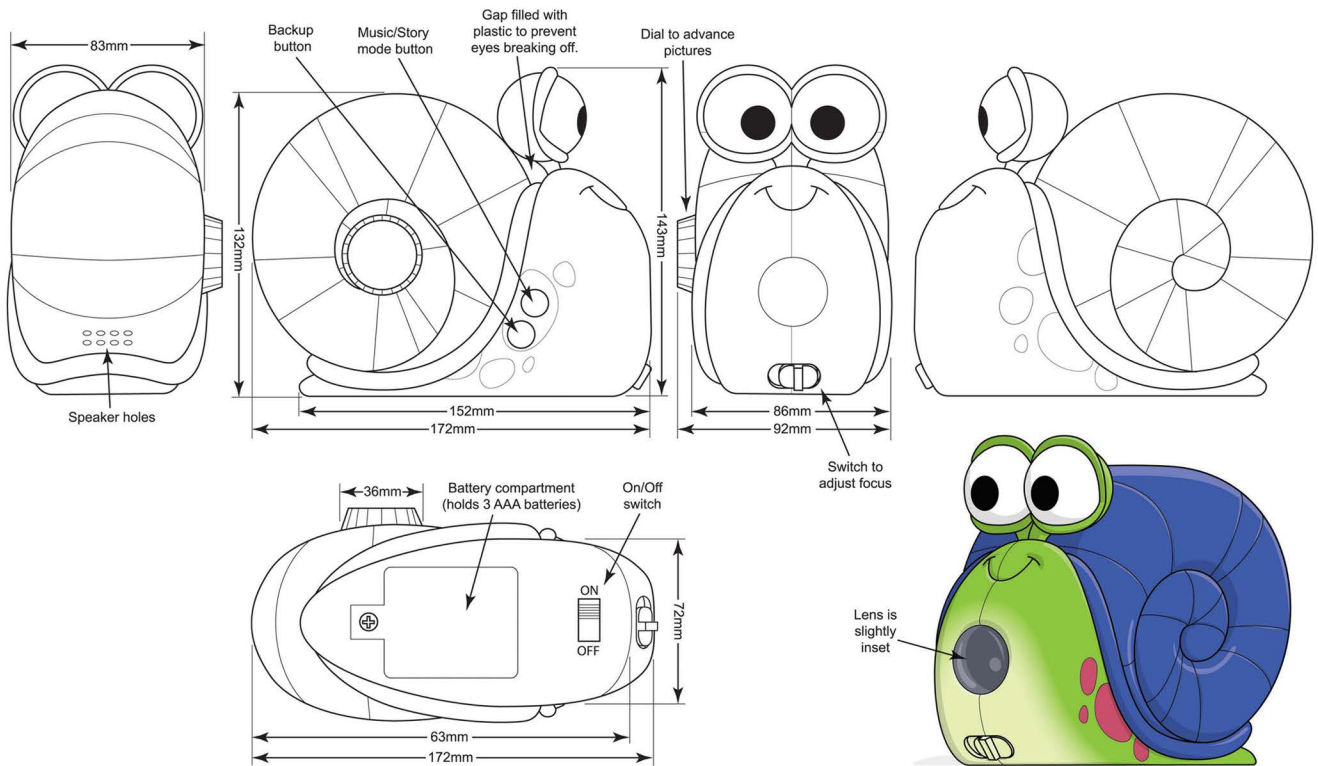
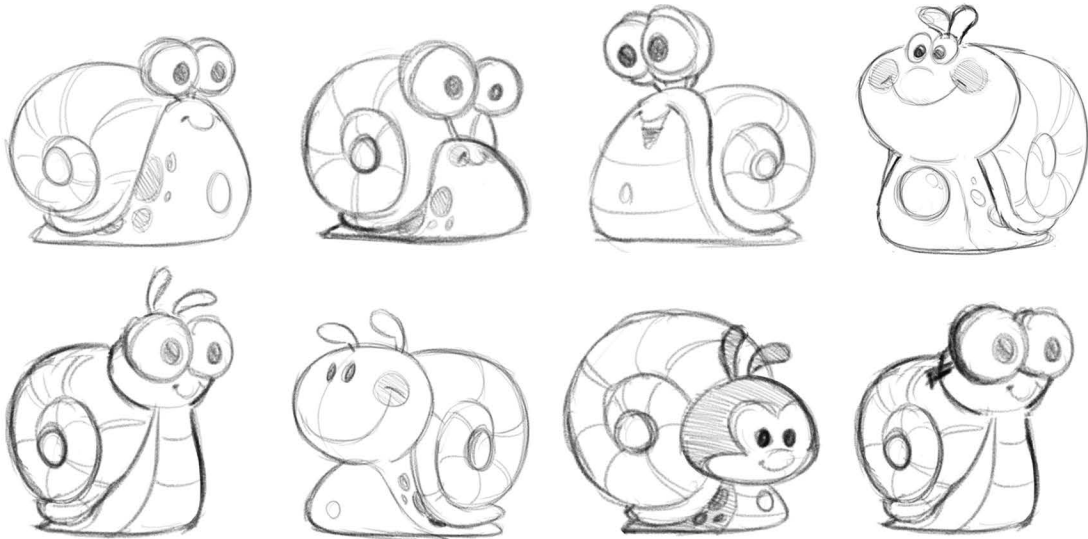


NBA MASCOT TOYS
Control art for tiny
busts made of rubber



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FLASHLIGHT PROJECTOR TOY
 Client: Quois Corp



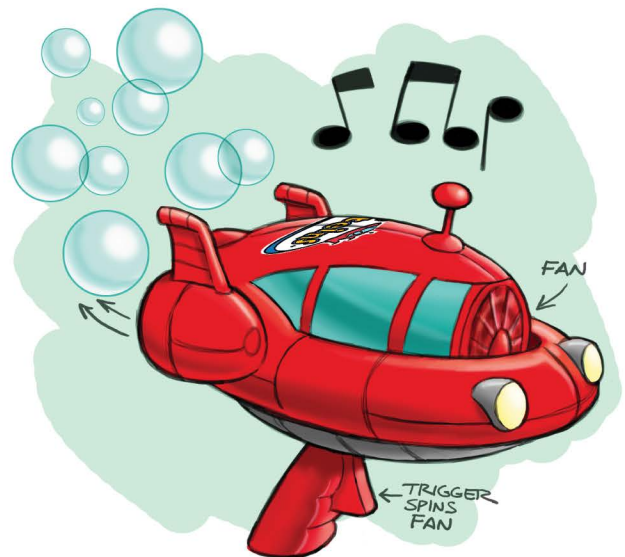
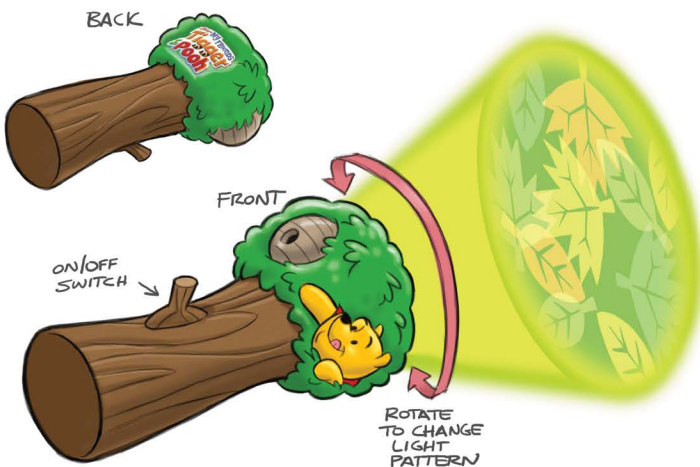
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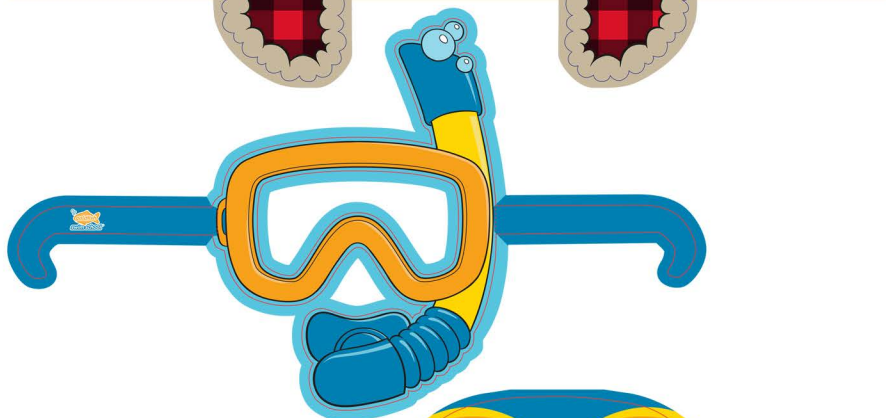
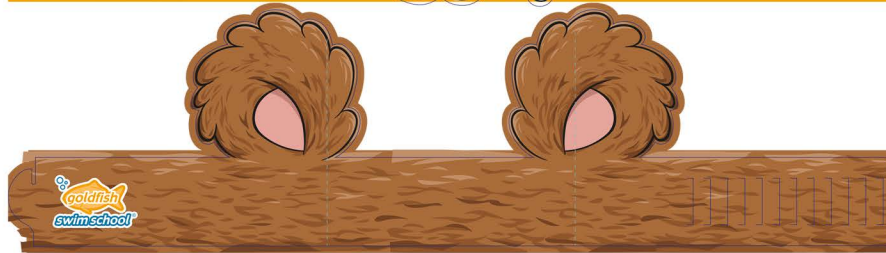
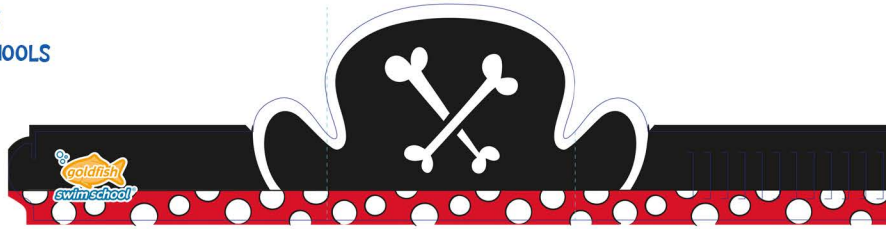
DISNEY EDUCATIONAL TOY CONCEPTS

Client: Peter Green Design



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PAPER HEADBANDS
Client: GOLDFISH SWIM SCHOOLS



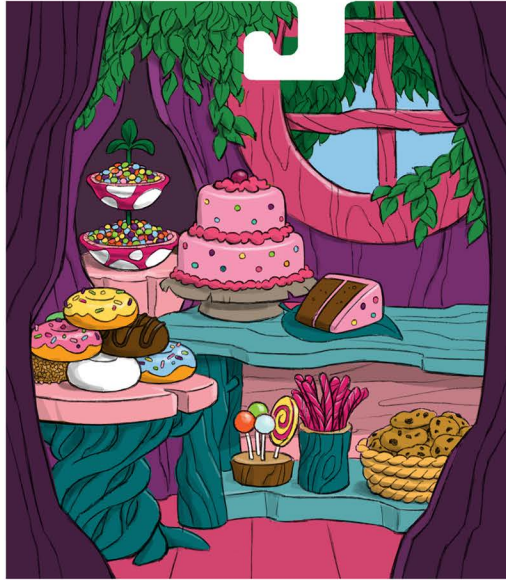
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LITTLEST PET SHOP
TOY PACKAGING CONCEPT
Client: HASBRO



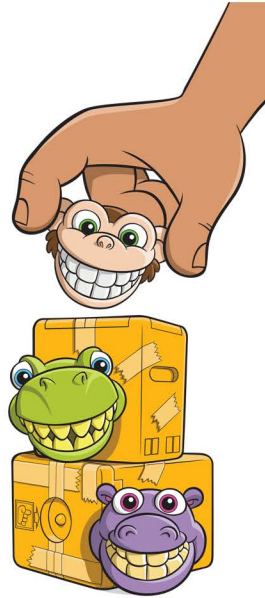
PLAYSET DECO STICKER
Client: Hasbro



PACKAGING ENVIRONMENT
ILLUSTRATION
Client: Hasbro

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LITTLE BIG BITES
PACKAGING ILLUSTRATIONS
Client: HASBRO



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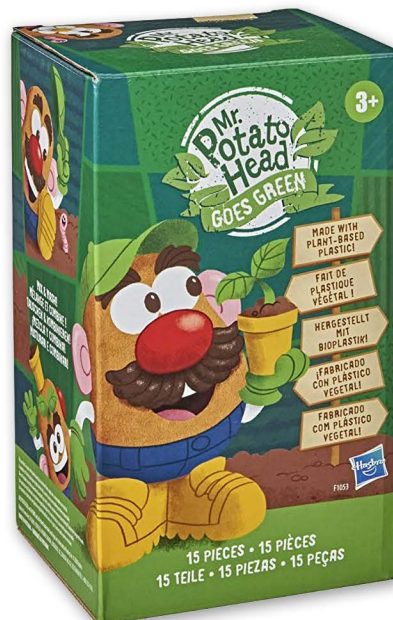
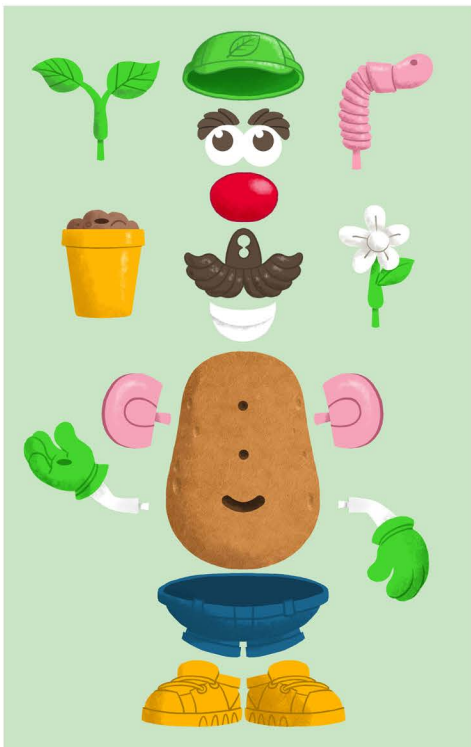
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MR. POTATO HEAD PACKAGING ILLUSTRATIONS

Client: HASBRO



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How can I help you?

My clients tell me that I'm reliable, professional, fast, flexible, and I bring fresh ideas to the table. I understand the pressures you are under and I want to help take some of that pressure off. I want to get a grasp on your specific concerns and challenges and then provide terrific artwork that will make you look good for hiring me.

At my illustration studio I've worked on hundreds of client projects both as an artist and as a project manager supervising other artists. I've designed toys for Disney and Hasbro; created advertising comps for Coca-Cola, Walmart, Target and Best Buy; illustrated packaging for Crayola, Cocoa Puffs and Orville Redenbacher; supervised animation of Mr. Potato Head for the Hasbro website; and designed characters for *VeggieTales*. I've helped some big brands with a small-business personal touch.

Please [contact me](#) and let me know how I can help you on your next project.

"I am beyond impressed with his talent level. Cedric brings fresh perspectives and out-of-the-box thinking. A true collaborator."

*Randall Herrera,
Olson-Denali Advertising*

"Cedric is one of those rare artists that you hope to find and want to keep at the top of your list for future projects!"

*Rob Corley, co-founder of
FunnyPages Productions and
former Disney animator*

"Cedric consistently 'over-delivered', constantly surprising us with his creativity and draftsmanship. We will work with him again and again."

*Tom Bancroft, co-founder of
FunnyPages Productions and
former Disney lead animator*

"Cedric always comes up with the most fun and pleasing designs. He is always on time and brings a lot of expert experience to the table. He is always thinking of ways to give a little extra, too, while staying in the budget confines of the project."

*Tim Hodge, Executive Producer,
Big Idea Productions*

"I really enjoyed working with Cedric. He is a complete professional and extraordinarily gifted. I will not hesitate to recommend him for future work on our projects."

Donna Turner, National Geographic School Publishing

"Cedric is uber-talented, a total professional.... I feel like I have a secret weapon in Cedric."

Rene Norton, Creative Director, BI Worldwide