



Chip O'Toole

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For nearly fifteen years, I've had the pleasure of doing some amazing work with some talented teams. I'm passionate about problem-solving and creating meaningful experiences that are as functional as they are beautiful. I've been fortunate enough to create work with brands like (RED), Cisco, MINI, Bank of America, Fidelity, and Major League Baseball.

2016

BEAM Interactive Design Director

I manage, mentor, and provide creative direction to BEAM's team of art directors and designers. Through research and strategic planning I help to create digital products, virtual experiences, and brand definitions that are frictionless and effective for companies that include MINI, Fidelity, Aruba Tourism, AMG, and Docent Health.

2015

Digitas LBi Associate Creative Director

At Digitas I lead art director/copywriter teams to concept and create a diverse body of work ranging from targeted advertising to large platforms and national campaigns. As ACD I was responsible for cultivating and mentoring junior to senior level creatives, presenting regularly to client executives, and executing successful high production value work for brands including Bank of America, Ball and Buck, (RED), and Major League Baseball.

Digitas LBi Senior Art Director

As Senior Art Director I was responsible for concepting, presenting, and executing innovative and award-worthy work for Bank of America and a handful of other clients. In addition, I was given managerial responsibilities in preparation for my promotion to Associate Creative Director.

2011

Forge Worldwide Art Director & Designer

At FORGE I lead a small team of designers and freelancers and provided art direction and design while balancing multiple projects under tight deadlines. Responsibilities included presenting to clients, idea generation for social media, and designing brand identities. Clients included Franklin Sports, Standard & Poors, Cisco, Partners Healthcare, Bangor Savings Bank, WPI, and Iona College.

2008

TAC Worldwide Senior Designer

At TAC I was able to significantly advance my career development while with TAC. Not only did I progress in digital design and interaction, but also began to develop skills presenting pitches and creative work to decision makers as well as external teams and clients.

2007

Marketing Strategies Now Senior Designer

I began my career at Marketing Strategies Now, a boutique design shop based in Wellesley, MA. At MSN, I was given the opportunity to build the skill set I possess today and progress from designer to senior designer. Design work consisted of digital, print, and event promotion for clients such as Century 21, AGA Ranges, and JP Morgan Chase.

2001

Bowling Green State University BFA

Throughout my professional career I've been able to apply many of the core design disciplines I learned at BG while in the computer arts and animation studio. I rounded out my major with a minor in illustration while receiving a full liberal arts degree.