

ZACK O'TOOLE

FREELANCE SENIOR DESIGNER // TORONTO

design@zackotoole.com | zackotoole.com

ABOUT

Freelance Senior Designer from London, UK with 14+ years experience across in-house and agency roles – now based in Toronto. Experience spans marketing, advertising, sport, sponsorship, and events.

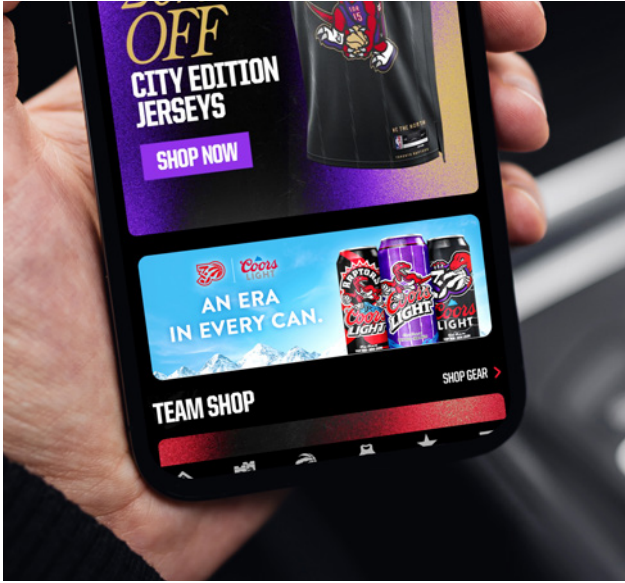
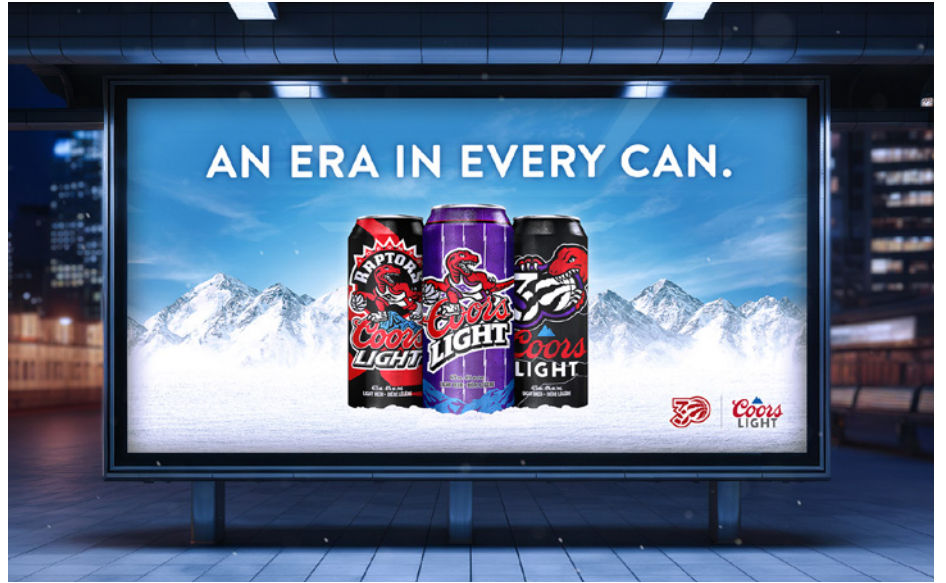
[VIEW RESUME](#)

KEY SKILLS

DESIGN & BRANDING
CREATIVE DIRECTION
ART DIRECTION
-
CAMPAIGN DEVELOPMENT
DIGITAL & SOCIAL
AI-DRIVEN CREATIVE
PRODUCTION



YEARS IN THE MAKING





COORS LIGHT X RAPTORS 30TH ANNIVERSARY
Molson Coors | THE TEAM

Involvement: Design & Art Direction / Print & Digital Design

Can Design: I've Got Dreams | Animation: Gimmick



ROCK & STROLL

There's a big choice for your little one. Take your pick with the UK's biggest and most iconic range.

In store | boots.com | App

Boots
Feel good as new



TURN THE DOG WALK, INTO A CAT WALK

With over 60 new make up brands to make the hottest days even hotter.

In store | boots.com | App

Boots
Feel good as new



SHOW YOUR SKIN SOME SUMMER LOVIN'

Protect you and your family on the perfect staycation with a wide range of suncare products.

In store | boots.com | App

Boots
Feel good as new

FEEL GOOD AS NEW
Boots | VML

Involvement: Digital & Print Design
OOH | Banners | Social Assets

SHOW YOUR SKIN SOME SUMMER LOVIN'

With 45 new Online Clinical Services delivering prescribed medical solutions, we've got every inch of you covered.

Boots
Feel good as new

WHY DO YOU HIT THE VITS?

IMMUNITY 53% | BEAUTY 47%

WHAT'S YOUR OUT OUT LOOK?

BRIGHT & BOLD 65% | BARELY THERE 35%

WHAT'S YOUR SMALL ONE'S STYLE?

COUNTRYKID 48% | CITYSTROLLER 52%

Boots
Feel good as new

Learn more

HEY SUMMER WE'RE READY FOR YOU

From eating out indoors to saddling up for a spin class. Whatever you're most looking forward to in the coming weeks, we've got everything you need to take the next step in your stride.

DON'T SLUMP

READY TO WORK OUT

LET'S GO

FEEL GOOD AS NEW

With over 40 new cult beauty brands, from Drunk Elephant to Anastasia Beverly Hills, to make the hottest days even hotter.

Boots
Feel good as new

FEEL GOOD AS NEW

We've more glam for your buck. Now with more beauty brands than anywhere on the high street.

Boots
Feel good as new

WANT BOTH? TAKE BOTH

Klarna.

Boots
Options
Feel good as new

DREAM TICKETS
British Airways
Ogilvy

 Dream Tickets

OSAKA

FLIGHTS FROM
£599 RETURN

DISCOVER OUR BEST PRICES AT [BA.COM/DREAM-TICKETS](https://www.britishairways.com/dream-tickets)

BRITISH AIRWAYS

Dream Tickets

EUROPEAN CITY BREAKS

FLIGHTS + 2 NIGHTS
HOTEL FROM £139pp

DISCOVER OUR BEST FARES AT BA.COM/CITY-BREAKS

TBCL apply

BRITISH AIRWAYS

Dream Tickets

CHARLESTON SOUTH CAROLINA

FLIGHTS + 7 NIGHTS HOTEL
FROM £1,820pp RETURN

DISCOVER OUR BEST FARES AT BA.COM/CHARLESTON

Explore Charleston.co.uk

TBCL apply

BRITISH AIRWAYS

Dream Tickets

MIDDLE EAST HOLIDAYS

ABU DHABI | DUBAI | MUSCAT

DISCOVER OUR BEST FARES AT BA.COM/DREAM-TICKETS

TBCL apply

DREAM TICKETS

British Airways | Ogilvy

Involvement: Print & Digital Design / Creative Direction
Image Sourcing / Large Format Production / Retouching

The image displays a collection of six overlapping British Airways promotional cards, each designed for a specific destination. The cards are arranged in a dynamic, overlapping layout, showcasing various themes and colors.

- Nashville Card:** Features a man in a red dress playing a guitar on a wooden stage. Text includes "NASHVILLE", "FLIGHTS FROM £182pp RETURN", and "DISCOVER OUR BEST FARES AT BA.COM/NASHVILLE".
- Charleston Card:** Features a blue sky and water scene. Text includes "CHARLESTON SOUTH CAROLINA", "FLIGHTS + 7 NIGHTS", and "FROM £182pp".
- Pittsburgh Card:** Features a bridge over a river at sunset. Text includes "PITTSBURGH", "FLIGHTS FROM £594pp RETURN", and "DISCOVER OUR BEST FARES AT BA.COM/PITTSBURGH".
- East Holidays Card:** Features a city skyline at sunset. Text includes "EAST HOLIDAYS", "ABU DHABI | DUBAI | MUSCAT", and "DISCOVER OUR BEST FARES AT BA.COM/DREAM-TICKETS".
- Florida Card:** Features a city skyline at sunset. Text includes "FLORIDA", "HOTELS", and "DISCOVER OUR BEST FARES AT BA.COM/CITY-FLORIDA".
- Charleston Card (Bottom):** Features a sunset over a city. Text includes "Charleston.co.uk" and "Dream Tickets".

Each card prominently displays the British Airways logo and the "Dream Tickets" branding. The cards are designed to be visually appealing and informative, highlighting the airline's offerings for each destination.

BAGS OF JOY
Boots Christmas Campaign
VMLY&R

Involvement:
Full Campaign Design
Branding
Social Media
In-Store Bag Design
Guideline Creation

UP TO
25%
OFF
FRAGRANCE



In store | boots.com | App

Boots
BAGS OF JOY

1/2 PRICE
ON CHRISTMAS GIFTS

ESTÉE LAUDER
Resilience Multi-Effect
Substantive Face and Neck Cream
Boots Christmas Gift

ACQUA DI PARMA
EAU DE PARFUM

REVOLUTION
RESTORE LIP BALM
WITH HYALURONIC ACID & VITAMINE B5 & E

£26
SAVE £32.00

£38
SAVE £78.00

£20
SAVE £40.00

Boots
BAGS OF JOY

In store | boots.com | App

UP TO 25% OFF
FRAGRANCE

£32
SAVE £58.00

£46
SAVE £62.00

£56
SAVE £78.00

GABRIELLE CHANEL
PARIS
ESSENCE

Boots
BAGS OF JOY

In store | boots.com | App

GIFTS
£10
AND UNDER

No7
Protect & Perfect Intense
MOISTURISING Body Serum
Intensely hydrates

OLAY
REGENERIST
whip

£8.50
SAVE £32.00

£10
SAVE £18.00

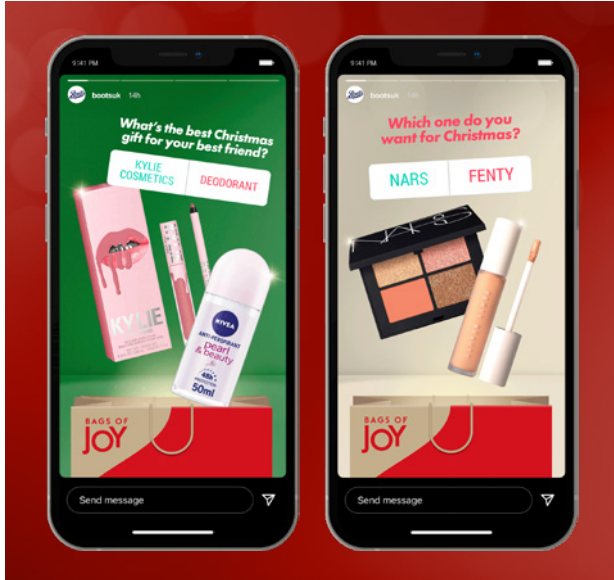
£6
SAVE £12.00

Boots
BAGS OF JOY

In store | boots.com | App

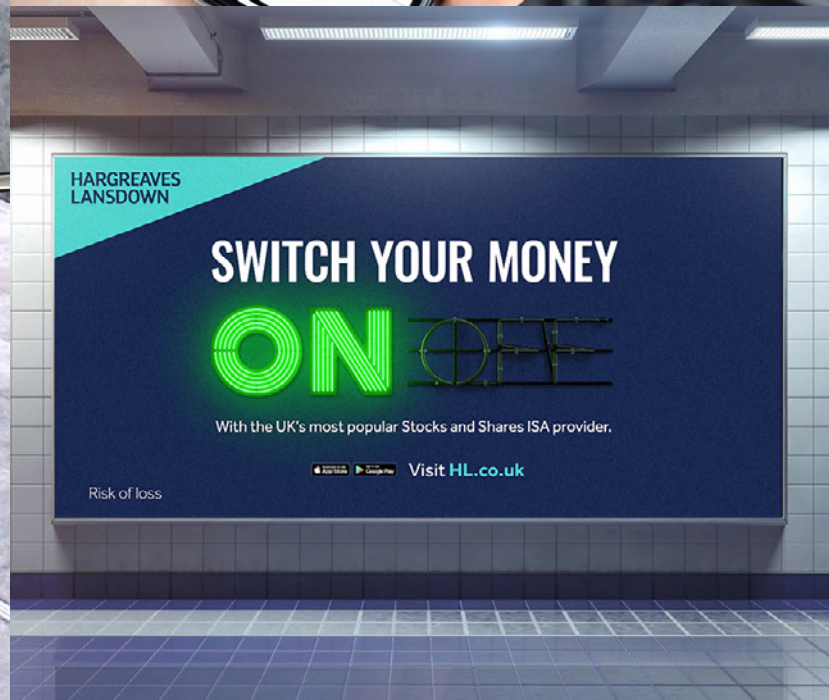
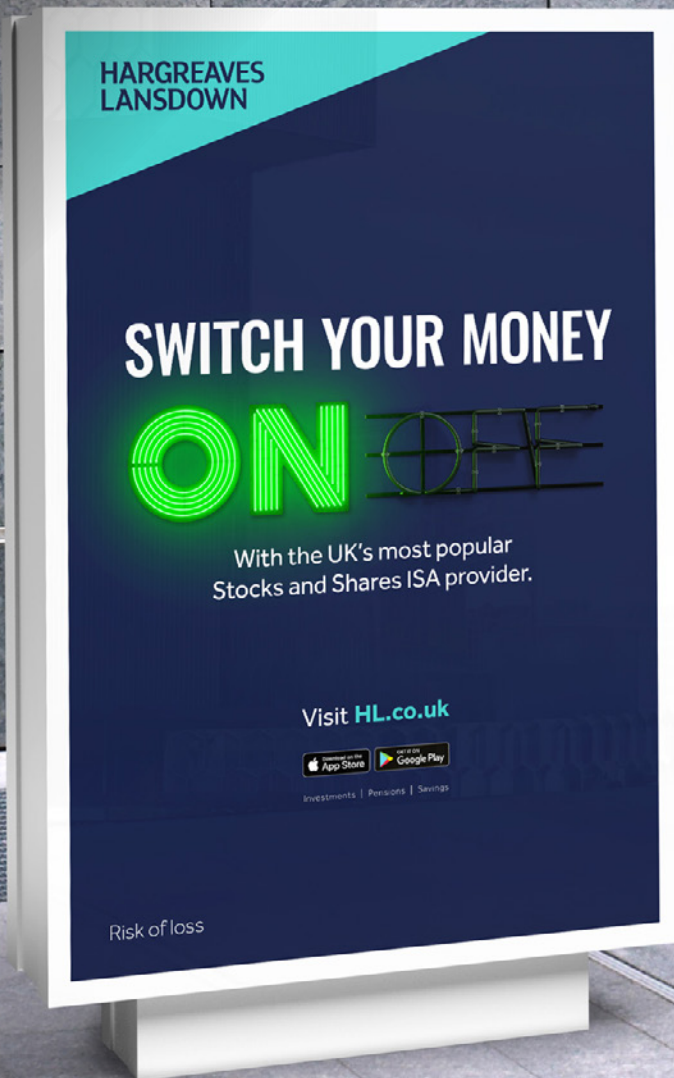
BAGS OF JOY
Boots Christmas Campaign | VMLY&R

Involvement: Full Campaign Design
Print & Digital | Social Media
In-Store Bag Design | Guideline Creation



SWITCH YOUR MONEY ON
Hargreaves Lansdown
McCann

Involvement:
Full Campaign Design
Animation
Production





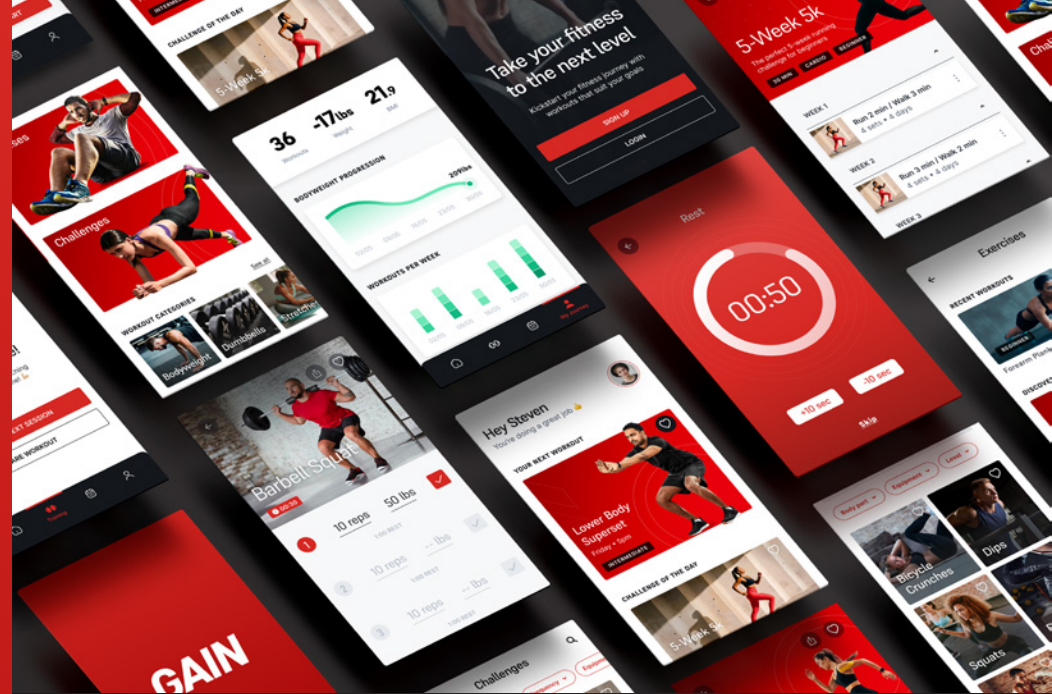
GAIN
App & brand design

Involvement:
Full Design, UX/UI,
Prototyping

GAIN

FITNESS APP CONCEPT

View prototype



REBOOT

YOUR GET UP AND GO

with our range of exercise products
In-store | Boots.com | App

Boots
Let's feel good

THE MOST TASTY WHEY
THE VEGAN BLEND
WATER BOH

Subject to availability. Selected stores. Protein contributes to the growth and maintenance of muscle mass.

REBOOT

YOUR FRESH START

with our latest range of vitamins
In-store | Boots.com | App

Boots
Let's feel good

Centrum
spatone
MULTIVITAMINS

Subject to availability. Selected stores.

REBOOT

YOUR FRESH START

Let's make 2020 the year you start a new you
In-store | Boots.com | App

Boots
Let's feel good

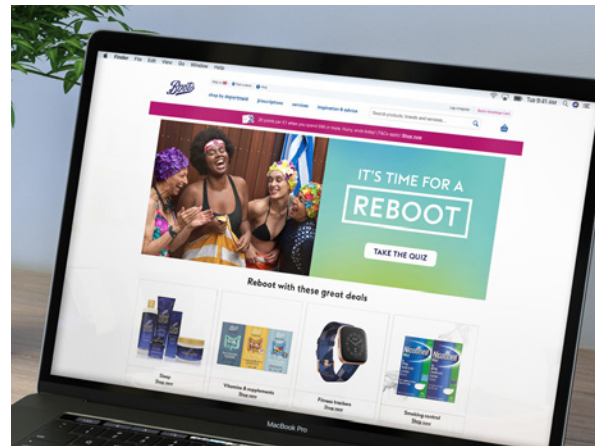
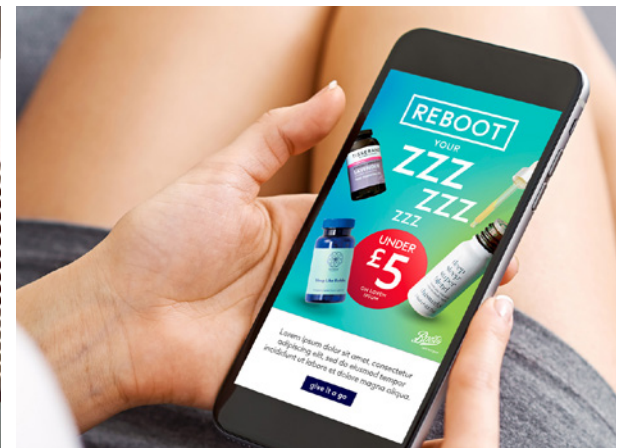
FROM UNDER
£1
A DAY

M BODY
VITALITY
SlimFast
HIGH PROTEIN
SUMMER STRAWBERRY CARAMEL FLAVOUR

© 2019 Boots. Boots is a registered trademark of Boots UK. All rights reserved. The use of the Boots logo and name in this advertisement is for identification purposes only. Boots is not responsible for any damage or loss of data.

REBOOT
Boots | Ogilvy

Involvement: Full Campaign Design / Branding
Multi-Format Design / Web Banners / Animation



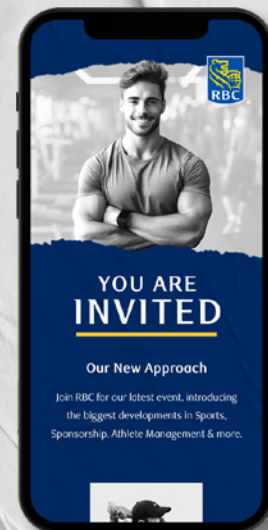
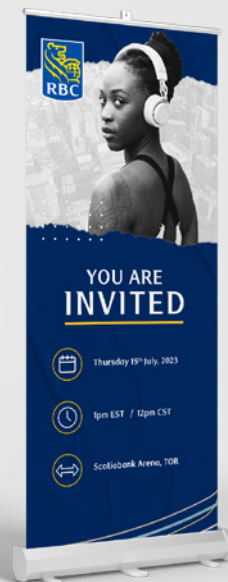
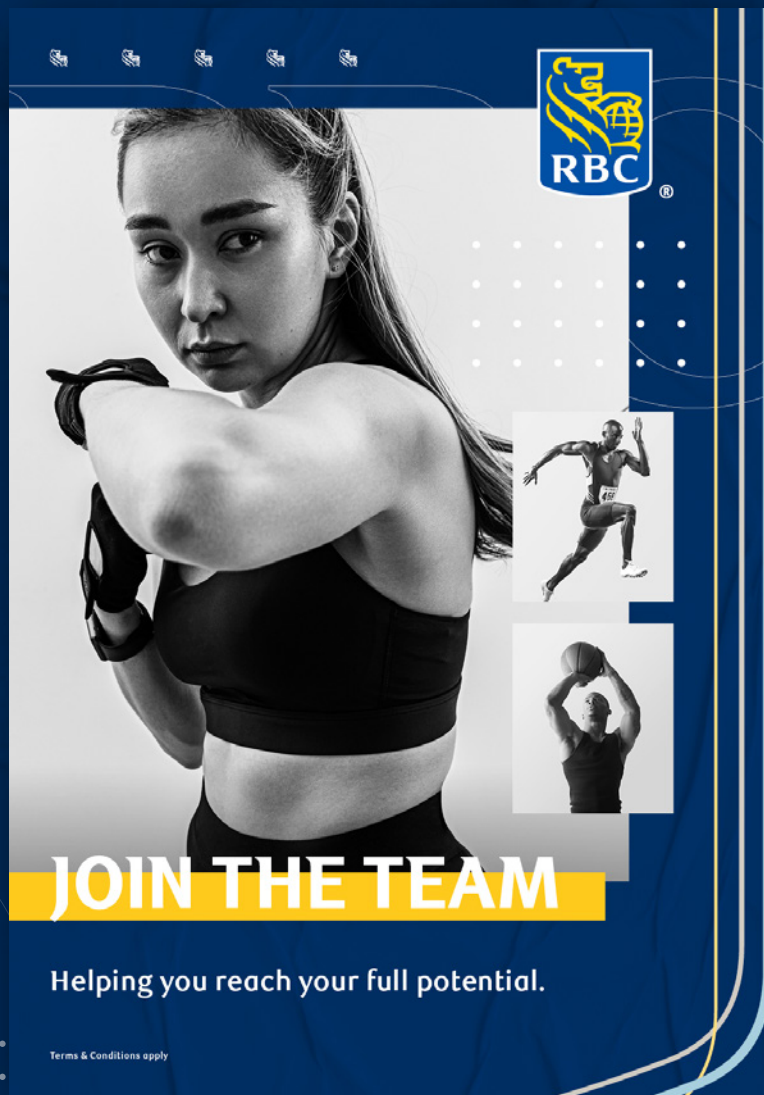
REBOOT Boots | Ogilvy

Involvement: Full Campaign Design / Branding
Multi-Format Design / Web Banners / Animation

RBC SPORTS PROFESSIONALS

THE TEAM

Involvement:
Art Direction
Design Lead





LET'S GET EXPORTING
HM Government | M&C Saatchi

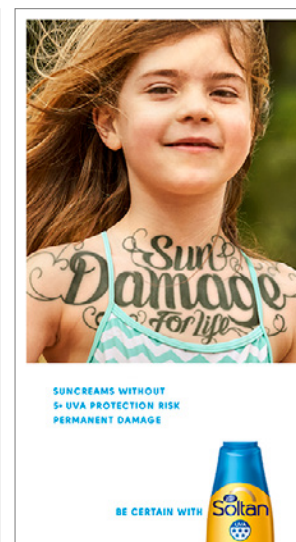
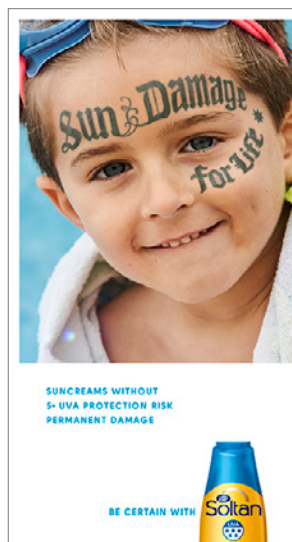
Involvement: Print & Digital Design
Typesetting / Social Media / Production

SUN DAMAGE FOR LIFE
Boots Soltan
Ogilvy

Sun & Damage
for Life*

Suncreams without 5* UVA protection risk damage that's as permanent as a tattoo | Be certain with





SUN DAMAGE FOR LIFE

Boots Soltan | Ogilvy

Involvement: Concept Design / Print & Digital
Retouching / Production / Visualising

TESTIMONIALS

Zack's skills and diligence helped to shape global campaigns for Chelsea FC – and his work ethic was second to none.

His design abilities and positive attitude were invaluable to the business.



Jon Scammell
Head of Global Marketing
Chelsea FC

Zack is great. The real thing. Adding creative value to each and every project. Great attention to detail and a strong designer.

A great personality. On time and polite.
A very easy person to work with.



Patrick Steward
Senior Art Director
Ogilvy

As an astute and highly-skilled designer, Zack has been extremely valuable delivering a large volume of work in a short amount of time for one of the UK's biggest retail brands. His pace, accuracy and enthusiasm on briefs are invaluable.



Piers Brown
Senior Account Manager
VCCP

Zack is a great asset to the account. His skills are top notch – he is dedicated and really cares about the work he produces.

He is also very invested in helping the studio as a whole. Zack is always welcome back.



James Coughlan
Resource Manager
M&C Saatchi

An extremely creative individual – Zack has great design skills and style. He has a positive attitude and is always happy to help others.

His talents are matched by a keen eye and a real attention to detail.



Reem Sarraf
Head of Creative
AS Roma

Doing a fantastic job! Tight deadlines with a small team - Zack keeps his cool and always delivers.



Stephen Walters
Operations Director
McCann

THANK YOU

(647) 657-9523

design@zackotoole.com

zackotoole.com