

# LAWRENCE O'TOOLE DESIGN+DIRECTION

Lawrence O'Toole is a design director with over 15 years of experience spanning many industries and disciplines. His specialties include visual identity, brand strategy, typography, interaction design and new product development.

Lawrence began his career at 160over90, where he developed their award-winning identity. At Scünci International, he led a team of 20 in creating international product innovations in fast-moving consumer goods. In 2005, Lawrence co-founded PRIMER, where he oversaw the studio's creative work for the Wharton School of Business, Dickies Workwear and Mercedes Benz. In 2010, Lawrence moved to New York to work with Google, Interbrand, Rokkan and others. He recently served as design director for Momentum Worldwide (IPG), where he led experiential creative for Porsche and American Express.

He is currently partner and design director of The Working Assembly, a design studio which collaborates with startups, agencies and brands to develop their identities, ideas and products.

Lawrence's work has been featured in numerous areas including The New York Times, Fast Company, Design and Design, Under Consideration, Art of the Menu, Brand Channel, Behance and Communication Arts. Lawrence has been a member of the Startup Bus, the TechCrunch Design Trust, and has lectured at the Philadelphia History Museum and the New York Art Directors Club. He has authored "Fading Ads of Philadelphia", a book about the history of ghost signs and advertisements in the city.

## PROFESSIONAL HISTORY

2010 to present	Partner and Design Director - The Working Assembly, New York
2012 to 2013	Design Director - Momentum Worldwide, New York
2005 to 2010	Partner and Creative Director - PRIMER, Philadelphia
2001 to 2005	Senior Art Director - Scünci International, Philadelphia
1998 to 2001	Senior Art Director - 160over90, Philadelphia

## RECENT WORK

Atmosphere / Proximity	Google Creative Lab	Rokkan
Euro RSCG	Interbrand	StrawberryFrog
Fahrenheit 212	Plaid Creative	Sullivan

## EDUCATION

1998	Drexel University Nesbitt College of Design Arts, Bachelor of Science in Graphic Design - Summa Cum Laude
1994	Saint Joseph's Preparatory High School - Cum Laude

## CONTACT

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