

SUMMARY

- Extensive experience working as a designer and writer, from small design studios to corporation marketing departments
- Comfortable handling multiple critical assignments simultaneously
- Skilled in taking ideas from brainstorm to conceptual sketch — then on to finished, deliverable product

RELATED EMPLOYMENT

Freelance Graphic Designer & Art Director

(NOV 2008 – CURRENT, AND BETWEEN STAFF POSITIONS)

Freelancing in both print and interactive, designing and maintaining web sites, designing printed marketing materials and coordinating online book publishing.

- **Freelance experience includes:** First USA Bank (Chase), Harte-Hanks Direct, Burgess Communications, Barlen Group, Dorland Global, Princeton Partners; manufacturers Quickie Mfg., Modular Sound, Handi-Systems and CST Pavers; musical publisher Sticks&Skins, and medical publishers Biocentric and Managed Care Measures

Art Director

MANAGING EDITOR INC, JENKINTOWN, PA (2007 – 2008)

Senior creative in Marketing department of this Adobe portfolio firm, designing and producing literature, advertising, direct mail, packaging, tradeshow ads and presentations. Member of writer/designer team. Reported to CEO.

Computer Graphic Arts Faculty

GLOUCESTER COUNTY COLLEGE, SEWELL, NJ (2006-2007)

From original lectures and examples, taught **Electronic Publishing & Typography** (design, color theory and print technology, using InDesign), and **Foundations of Computer Graphic Design** (using Corel Painter and Photoshop)

Senior Art Director

IMTEK DIRECT MARKETING, BRIDGEPORT, NJ (2006 – 2007)

Provided concept, design, copy, preflight and output for digital, offset and web printing. Reported to President.

Art Director

EP HENRY CORPORATION, WOODBURY, NJ (2002 – 2005)

Designed commercial catalog, retail POP, and all advertising, sales support documents, and trade show graphics. Managed web, print, photo, design and illustration vendors and internal support team. Reported to Director of Marketing.

Studio Owner, Freelance Designer

TONYPEARLDESIGN, PHILADELPHIA, PA (1999 – 2002)

This sole proprietorship consulted with music industry and related small business clients, and provided design, purchasing and production services to the graphics industry.

- Assisted client Modular Sound with name and identity re-design, and assisted with client presentations to influential regional venues, resulting in 50% sales increase

TOOLS

- Designs & produces using both Mac and PCs
- Owns and uses: QuarkXpress, Adobe CS4 (Photoshop, InDesign, Illustrator, Acrobat, Flash, Fireworks, Dreamweaver), Microsoft Office, Corel Painter, Flight Check, and multiple productivity utilities. Also trained in K4 Publishing System.

SCHOOLS

BA, Advertising Design

THE COLLEGE OF NEW JERSEY, EWING, NJ

AA, Graphic Design, Honors

MERCER COUNTY COMMUNITY COLLEGE, EAST WINDSOR, NJ

Master Certified Internet Web (MCIW) Designer

NEW HORIZONS COMPUTER LEARNING CTR., KING OF PRUSSIA, PA

AWARDS AND AFFILIATIONS

American Graphic Design Award, Dec 2008, for logo design

Art Directors' Club of Phila. (Board member, 2004-2006);

Judge, National Assn. of Recording Merchandisers (NARM)

advertising competition, 2007 & 2008;

National Assn. of Photoshop Professionals; Philadelphia Area

New Media Association (PANMA); National Veteran-Owned

Business Association (NVOBA), Trenton Musicians Foundation

- Web design, print design, and copywriting samples online:

www.tonybuford.com