

SUMMARY

- Comfortable managing multiple critical assignments simultaneously for both design and production
- Extensive experience in both small and large firms as a designer and project coordinator
- Established history of researching, evaluating, selecting and managing multiple external vendors
- Skilled in taking ideas from brainstorm to conceptual sketch—then on to finished, deliverable product

RELATED POSITIONS

Retail Specialist

APPLE, INC. (JULY 2010–CURRENT)

Assist consumer and business clients with Apple technology investments. Support regional business teams by initiating contact with, and qualifying business prospects.

Freelance Graphic Designer & Art Director

(NOV 2008–CURRENT)

Designing both print and interactive, initiating original printed marketing materials and web projects.

Working with both personal clients and agencies.

Art Director

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

Senior creative in marketing department. Designed training materials, advertising, direct mail, trade show elements, packaging and presentations. Reported to CEO.

Adjunct Professor

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

Instructor: Electronic Publishing & Typography, and Foundations of Computer Graphic Design. Instructor for Adobe Creative Suite programs.

Research area: Intellectual Property.

Senior Art Director

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

Provided concept, design, copy and production for print. Consulted with senior management on product naming. Designed for Internet and trade shows. 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.



T O N Y
B U F O R D

Graphic Design & Art Direction

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w: www.tonybuford.com

TECHNICAL

- Designs & produces using both Mac and PCs
- Owns and uses: QuarkXpress, the Adobe Creative Suite (Photoshop, InDesign, Illustrator, et al), Microsoft Office, Corel Painter, Flight Check, Apple iLife & iWork apps, and multiple utilities. Also trained in K4 Publishing System.

EDUCATION

BA, Advertising Design THE COLLEGE OF NEW JERSEY
EWING, NJ

AA, Graphic Design, Honors MERCER COUNTY COLLEGE,
EAST WINDSOR, NJ

Certified Web Designer (MCIW) NEW HORIZONS CLC
KING OF PRUSSIA, PA

AWARDS & AFFILIATIONS

- American Graphic Design Award, logo design;
- Art Directors' Club of Phila. (past board member);
- Advertising Competitions Judge,
National Assn. of Recording Merchandisers (NARM);
- Philly Area New Media Association (PANMA);
- National Veteran-Owned Business Association,
- Trenton Musicians Foundation

PUBLICATIONS

Architectural Digest, NY Times, Inquirer, Philadelphia, Delaware Today, Hardscaping Magazine, Philadelphia Home, Design NJ, NJ Monthly, and Graphic Design USA's Annual Awards Issue, along with dozens of Internet locations.