TonyBuford
graphic design⁺

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PROFESSIONAL SUMMARY

- Produced award-winning brand identity design while working as graphic designer and art director
- Increased sales and created income opportunities supporting sales, training, and management
- Expert skills using software from Adobe and Microsoft, on PC and Mac
- Have history of innovation and collaborating with clients, writers, editors, subject matter experts, account executives, and leadership–in agencies, corporate marketing departments, and private practice

EXPERIENCE

Graphic Designer & Art Director | TonyBuford Creative | 2018 to Present

Satisfying needs of critical clients by joining teams and crafting print and digital solutions for training, growth, and increased sales—highlighting designing tools for sales support, and graphic design for web and interactive projects.

Graphic Designer & Art Director | Philadelphia City Council | 2015 to 2018

Launched and guided new department as the first-ever designer on the President's staff at Philadelphia City Council. Re-designed brand identity, conducted intellectual property training, co-authored employee intranet, managed design interns program–including recruiting and hiring, and provided presentations and events marketing for 17 Council offices and the Office of the President.

Sales Specialist, Retail Division | Apple Inc. | 2010 to 2015

Contributed to the historic opening of Philadelphia's first and only Apple store, where our sales team targeted and delivered a core group of creative influencers (i.e., designers, musicians, college faculty, VFX artists, and architects) for high-end tech advice and purchases, helping business sales efforts daily.

Adjunct Professor, Computer Graphic Design | Rowan College of S. Jersey | 2006 to 2008

Wrote syllabus, lectures, and exams while teaching graphic design, typography, color theory, Adobe Creative Suite programs, and digital illustration. Taught and mentored fiscally-alert students who used this junior college experience to further their choices and opportunities in the design field without amassing the crushing debt normally (rightfully) associated with 4-year degrees.
Research area: Intellectual Property.

EDUCATION

BA, Advertising Design & Marketing | The College of New Jersey, Ewing, NJ

Combined two years of ad agency co-op training and freelance work with my college experience at what is perennially one of the country's highest ranked public schools—where the Ad Design major included studies in Design, Marketing & Merchandising, Art Direction, Printing, Video, and Design Business.

AA, Graphic Design | Mercer County Community College, East Windsor, NJ

Master CIW Designer (web design) | New Horizons Computer Learning Center, King of Prussia, PA

Digital Photography | Non-degree program | University of the Arts, Philadelphia, PA

SKILLS & ACCOMPLISHMENTS

- **Microsoft Office programs mastery:** PowerPoint, Word, Excel, Teams–Mac or PC

- **Adobe Creative Cloud programs mastery:** Photoshop, InDesign, Illustrator, etc., Mac or PC…skills I used to assist in crafting proposals at the country's largest bank, and mentoring graphic design students at the college level

- **US Military Veteran:** US Navy Aviation, SAR (Search and Rescue)
  Helicopter crew and plane captain, and founder/instructor at school for pilots and crew, NAS Norfolk

- **Law School Admissions Council:** Brought in to help the transition to fully digital law school exams in 2019, and used PC, Microsoft, and design experience to beat deadlines in test security department

- **Creator of in-house design department:**
  (*Council Creative Group,* Office of The President, Philadelphia City Council)

- **Print production expert:** Design to press check to delivery, including vetting and working with vendors, which allowed me to "save" million-dollar+ projects and still hit deadlines

- **Saved months of time and millions of dollars annually:** Introduced state-of-the-art product scanning, plus hybrid photo retouching technology to the construction manufacturing industry

- **Achieved Pre-Release and Beta-Testing Designer status:** at Adobe, for Adobe InDesign

- **Founding Art Director:** Member of team responsible for creation of innovative direct mail product, *GPSmail*, the print precursor to digital targeted direct marketing