

SUMMARY

Innovative, award-winning Designer and Graphic Design Solutions professional with 10+ years of experience creating solutions both print and digital—working seamlessly with teams and vendors. *Certified Adobe Professional with expert instructor-level knowledge of Adobe Creative Cloud and related design programs*, who has extensive history of working with and creating brand styles and standards and executing on-point communications with impact.

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

JUNE 2018–PRESENT

TONYBUFORD CREATIVE, PHILADELPHIA, PA

- Built initial brand concepts for firm creating new medical technology, including image selections, web layouts, and preliminary logo designs.
- Worked as senior production designer getting states' approval for direct mail highlighting senior health care—including test runs, iteration, and final design solutions.
- Helped upgrade law school exams: #2 pencil to iPad, Law School Admissions Council.

GRAPHIC DESIGN TEACHER

AUG 2021–OCT 2024

THE ACADEMIES AT ROXBOROUGH H.S., PHILADELPHIA, PA

- Set up Mac hardware upgrades and design and collaboration software to introduce UX, AI, and motion graphics as standard classwork with ZERO additional costs to the Academy or the School District. Students graduated with *global* Adobe certifications.

GRAPHIC DESIGN MANAGER & ART DIRECTOR

JAN 2021–OCT 2024

OFFICE OF THE PRESIDENT, PHILADELPHIA CITY COUNCIL, PHILADELPHIA, PA

- Established new department for in-house studio I named Council Creative Group, where we re-designed Council's logo and brand identity, and conducted Intellectual Property, Brand Identity, and Social Media training for Council members and staff quarterly.
- Savings estimate from setting up in-house studio: \$335K over 3 years.
- Designed and co-authored employee intranet (CouncilNet) avoiding external UI costs.
- Created and managed Design Interns' program—including recruiting, hiring, training, onboarding, and mentoring.

SALES SPECIALIST, RETAIL DIVISION

JULY 2010–JAN 2015

APPLE INC., PHILADELPHIA, PA

- Gained valuable brand development skills working with the most valuable, most admired brand—and best-managed, highest-grossing retail operation on the planet.

ART DIRECTOR

OCT 2007–NOV 2009

MANAGING EDITOR, INC., JENKINTOWN, PA

- Senior creative in Marketing department, supporting sales and training teams by designing advertising, direct mail, packaging, trade show advertising and marketing collateral.
- Reduced vendor costs by up to 20% by serving as both designer and primary creative purchasing agent.

SCHOOLS

M.Ed., EDUCATION*

- Temple University, Philadelphia, PA (*estimated completion May 2028)

BA, ADVERTISING DESIGN

- The College of New Jersey, Ewing, NJ

AA, GRAPHIC DESIGN, HONORS

- Mercer County Community College, West Windsor, NJ

CERTIFICATIONS

Adobe Certified Professional in Visual Design (Photoshop, Illustrator, and InDesign)

MCIW Designer (Master Certified Interactive Web Designer)