

Anthony Buford

Graphic Designer

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SUMMARY

Inquisitive, innovative, award-winning Graphic Designer (and initiator of sales-increasing process improvements) with 10+ years of creating professional solutions—print and digital—while creating copy, content, and shareable, vetted documents for all shareholders on the team. *Detail-oriented Certified Adobe Professional*—with expert instructor-level knowledge of Adobe Creative Cloud and related design programs—and, who is relentless about working with all team members and getting the details exactly right.

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER

July 2018–Current

TonyBuford Creative, Philadelphia, PA

Graphic Designer with 10+ years of design and production experience. Have experience joining teams and crafting print and digital solutions, with a history of collaborating with design, marketing, and strategy leaders to meet deadlines and ensure compliance with brand identity systems. Have experience working with financial niche marketing areas, including affinity cards.

- Applied extensive attention to detail when working on presentations for Wells Fargo as freelance graphic designer during the banks' visual rebrand just before COVID (Princeton RFP office, Carnegie Center).

GRAPHIC DESIGN TEACHER

July 2021–October 2024

Academies at Roxborough High School, Philadelphia, PA

- Set up Mac system hardware upgrades and set up FIGMA and FIGJAM design and collaboration software, to introduce US, AI, and motion graphics as standard classwork for 2025 with ZERO additional costs to the school district.
- Junior and Senior students passed national testing to become Adobe certified, and Senior students graduated on time.

GRAPHIC DESIGNER AND ART DIRECTOR

January 2015–July 2018

Office of the President, Philadelphia City Council, Philadelphia, PA

- Created and managed new City Council creative department, tasked with designing and managing brand identity elements, conducting Intellectual Property training, and collaborating with 17 council members' offices and the Office of the President.
- Managed Council's rebrand as designer, providing server access to myriad brand identity elements for City Council staff and agencies, along with training.
- Savings estimate from setting up in-house studio, including print management and vendor consolidation: \$335K over 3 years.

SPECIALIST, RETAIL DIVISION

July 2010–January 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

October 2007–November 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 visual designer *and* primary creative purchasing agent.
- Joined experienced writer to create firm's only writer/art director team, working on web, training, proposals, presentations, marketing communications, and trade show creative projects.

SKILLS

- US Military Veteran: trained teacher, leader, team builder
- Time management
- Page Layout
- Logo Design
- Advanced Typography Skills
- Research
- Color theory for Marketing Communications
- Advertising Design, Copywriting, and Proofreading
- Presentation Design
- Brand Management and brand asset file management
- Photography and Photographic Art Direction
- Brand Management and brand asset file management
- Photography and Photographic Art Direction
- Print Purchasing, Prepress, and Press Checks
- Computer Hardware and Software Evaluation & Purchasing
- Training, Teaching, Mentoring
- Design, Print, and Interactive vendor research and vetting
- Recruiting, hiring, onboarding, and mentoring junior design staff

EDUCATION

M.Ed. (Master of Education)

- Temple University, Philadelphia, PA (*estimated completion, May 2027)
Major: Education

Bachelor of Arts

- The College of New Jersey, East Windsor, NJ
Major: Advertising Design & Marketing

Associate of Arts, Honors

- Mercer County Community College, East Windsor, NJ
Major: Graphic Design

CERTIFICATIONS

- Adobe Certified Professional in Visual Design (Photoshop, Illustrator, and InDesign)
- MCIW Designer (Master Certified Interactive Web Designer)