Adobe Certified Professional

BUFORD

TONYBUFORD,CREATIVE

VETERAN

Philadelphia, PA 19127 tonyb@tonybuford.com tonyb.myportfolio.com

SUMMARY

Innovative, award-winning Graphic Designer with 10+ years of experience creating solutions for 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 + ART DIRECTOR, FREELANCE.....JUNE 2018–PRESENT

TONYBUFORD CREATIVE, PHILADELPHIA, PA

- Satisfying needs of critical clients by joining teams and crafting print and digital solutions for training, brand identity, and increased sales levels as high as 25%.
- Freelanced with teams from:
- Agencies Harte-Hanks Direct and Publicis Healthcare;
- Banks JPMorgan Chase (First USA) and Wells Fargo;
- Publishers McGraw-Hill, Running Press, Biocentric, Managed Care Measures, and
- LSAC, the 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 DESIGNER + ART DIRECTOR.....JAN 2021–OCT 2024

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

- Established and directed 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.
- Created and managed Design Interns' program–including recruiting, hiring, training, onboarding, and mentoring.

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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 one of the highest-grossing retail operations 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

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

- Photoshop, Illustrator, and InDesign

MCIW DESIGNER

- Master Certified Interactive Web Designer