



This résumé is about an award-winning designer who has art direction, graphic design, team management, and project leader experience as both client and vendor.

What I do most (and best) is find and tell stories, research and create solutions, and build visual communications for people and brands with big ideas who need professional help.

The good kind.

Summary

- Saved employer millions for years by introducing new technologies that lowered costs *and* increased sales
- Became leader and driving force behind successful multi-channel brand development campaign as Graphic Designer and Art Director with Philadelphia City Council
- Vetted and managed vendors for 10+ years, defining and achieving marketing needs of brands as they they grew
- Navy Aviation Veteran who founded a school for pilots and crew, NAS Norfolk, VA

Positions

Design Faculty, Career and Technical Education

SCHOOL DISTRICT OF PHILADELPHIA, (AUG 2021–CURRENT)

Leading high school students beginning careers in visual design. Researching and developing classes, lectures, tests, and curriculum. Currently building in-house design studio.

Freelance Graphic Designer & Art Director

TONYBUFORD CREATIVE, PHILADELPHIA, PA (JULY 2018–CURRENT)

Designing for print and web, developing original approaches and unique identities. Telling the stories of my personal clients, and contracting with outside agencies. In recent years, clients have included PA and NJ non-profits, Wells Fargo, and the Law School Admissions Council.

Positions, continued

Graphic Designer & Art Director

COUNCIL CREATIVE GRP., PHILADELPHIA CITY COUNCIL (JAN 2015–2018)

Launched and managed new department as the first designer on President’s staff at Philadelphia City Council. Managed interns and web development teams. Designed and managed development of internal site, CouncilNet. Worked with and advised Council members and staff, senior leadership, and the Philadelphia Office of Veterans Affairs.

Sales Specialist, Retail Division

APPLE INC, PHILA, PA (JULY 2010–JAN 2015)

Part of NSO (New Store Opening) team for first and only Apple Store in the city of Philadelphia. Advised junior team members, identified business prospects, and consulted in building high-end Mac workstations for various design fields, a personal speciality.

Schools

BA, Advertising Design & Marketing

The College of New Jersey, Ewing, NJ

MCIW (Master Certified Web Designer)

New Horizons CLC, King of Prussia, PA

Digital Photography (non-degree)

University of the Arts, Philadelphia, PA

Tools

- Design & production: uses both Mac and PCs, including all peripherals (scanners, printers, tablets, etc.)
- Owns and uses: digital cameras for photo and video; first-quality digital workstations; and software from Adobe, Microsoft, Apple, and more.
- Training: currently studying with Google (UX Design) and Adobe (video editing and motion graphics).