

TonyBuford



Tony Buford is a certified, award-winning pro who has Graphic Design, Art Direction, and Project Leader history with both early stage and established brands.

SUMMARY

Experienced designer whose constant in-the-field growth has helped introduce new technologies, and create design, collaboration, and identity systems proven to both lower costs and increase profits. Navy aviation Veteran.

POSITIONS

Graphic Design Faculty

ACADEMIES AT ROXBOROUGH, PHILADELPHIA, PA (2021–CURRENT)

Teacher in CTE Academy (Career & Technical Education). Creating program based on years of experience in design, planning and education. Senior design students *all* pass national design exams and graduate on time.

Studio Owner & Designer

TONYBUFORD CREATIVE, PHILADELPHIA, PA (2018–CURRENT)

Designing for both print and interactive, unlocking original voices and unique brand identities. As primary firm designer and its owner, this position means being a stakeholder in all projects at their inception.

Graphic Designer & Art Director

PHILADELPHIA CITY COUNCIL, OFFICE OF THE PRESIDENT, PHILADELPHIA, PA (JAN 2015–JULY 2018)

Leader for print, intranet, signage, mobile, presentation, and events design—driving and supporting Philadelphia’s “first class city” brand promise. Created and managed Council Creative Group, including hiring design interns, and conducting intellectual property and brand identity training for all 17 City Council offices and the Office of The President. *Reported to Chief Operating Officer.*

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POSITIONS, *continued*

Specialist, Retail Division

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

Joined sales team opening Philadelphia’s only Apple Store. Consulted on consumer purchases in a niche area of tech sales: building high-end Apple workstations for specialized design fields.

Art Director

MANAGING EDITOR INC, JENKINTOWN, PA (2007–2008)

Senior creative in marketing department of Adobe Ventures firm. Designed training, web, ads, direct, print, trade shows, packaging, and presentations. Established strong working relationships with all departments, including Adobe’s Software Engineering. Served as corporate brand steward. *Reported to CEO/founder.*

SCHOOLS

Master degree candidate (current)

Temple University, Philadelphia, PA

BA, Advertising Design & Marketing

Trenton State College, Trenton, NJ

AA, Graphic Design

Mercer County Community College, Windsor, NJ

Master Certified Web Designer (MCIW)

New Horizons, King of Prussia, PA

Adobe Certified Professional – Visual Design

(October 2023)



TOOLS

- Designs & produces using both Mac and PCs, including all peripherals (DSLRs, scanners, printers, tablets, etc.)
- Owner and user of industry-standard digital workstations and software from Adobe, Microsoft, and Apple.
- **Currently training:** UX Design (with Google & Figma); Motion Graphics & Video Editing (with Adobe).