

TonyBuford

This résumé is about an award-winning pro who has Designer, Art Director, and Project Leader history with both early stage and established brands.

Building a sweeping background of experiences also includes the bonus of working with bold and savvy business pros and clients for decades.

SUMMARY

- Experienced Veteran and Designer whose constant on-the-job-growth has helped introduce new design tech and created design, collaboration, and identity systems *proven to both lower costs and increase profits.*

POSITIONS

Design Faculty

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

Teacher in CTE Academy (Career & Technical Education) specializing in teaching Graphic Design. Creating curriculums based on years of experience in design, planning and education. Senior design students *all* pass national design tests and graduate on time.

Studio Owner, Designer & Art Director

TONYBUFORD CREATIVE, PHILADELPHIA, PA (2018–CURRENT)

Designing for both print and interactive, unlocking original voices and unique brand identities. As a brand and design service professional, this position means *becoming* 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, web, digital signage, mobile, presentation, and events—driving and supporting Philadelphia’s “first class city” brand promise. Created and managed the Council Creative Group, hired design interns, and conducted intellectual property and brand identity training for all 17 City Council offices and the Office of The President.
Reported to Chief Operating Officer

POSITIONS, *continued*

Specialist, Retail Division

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

Joined sales team opening Philadelphia’s first (only) Apple Store. Consulted on consumer purchases and business investments in a niche area of speciality: 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 materials, web content, ads, direct mail, trade show elements, packaging, and presentations. Established and maintained strong working relationships with all departments, and served as corporate brand steward.
Reported to CEO/founder.

SCHOOLS

M. Ed. candidate (current)

Temple University, Philadelphia, PA

BA, Advertising Design & Marketing

Trenton State College, Ewing, NJ

AA, Graphic Design

Mercer County College, Windsor, NJ

Master Certified Web Designer (MCIW)

New Horizons CLC, King of Prussia, PA

Aircraft Training School, US Navy

Creator and Instructor, school for pilots and crew members, aircraft inspection
Naval Air Station Norfolk, Norfolk, VA

TOOLS

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