



ANTHONY FORONDA

DESIGNER & ILLUSTRATOR

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www.causeandeffectart.com



SUMMARY

Award-winning designer & illustrator with comprehensive experience in creative industry, showcasing track record in leading graphic design teams across print, web, and digital platforms. Skilled in spearheading multifaceted design projects, from conception to execution, ensuring brand compliance and aesthetic excellence. Demonstrated exceptional ability to collaborate with senior directors and marketing teams, contributing to strategy development and delivering high-impact marketing and communication solutions. Expert in managing vendor relationships, upholding quality and data security standards. Renowned for innovative design and illustration capabilities, coupled with strong background in teaching and mentoring in Fine and Digital Arts. Actively seeking remote or hybrid roles in Graphic Design fields, bringing wealth of experience in entrepreneurship, team management, and customer service excellence to table. Highly adept at balancing creative design with strategic marketing objectives, ensuring robust audience engagement and tangible results.

AREAS OF EXPERTISE

- Graphic Design Leadership
- Brand Identity Development
- Multichannel Marketing Strategy
- Vendor Relationship
- Team Building & Leadership
- Web & Digital Design
- Print Media Design
- Educational Leadership
- Client Relationship Management
- Creative Campaign Development
- Data Visualization Design

PROFESSIONAL EXPERIENCE

Freelance Designer & Illustrator, Studio Foronda, Putnam, CT 2005 – Present

Develop editorial illustrations for renowned publications such as New York Times, Washington Post, NPR, and Miami Herald, catering to both national and international audiences. Expertise in website creation and management, successfully managing 40+ projects for diverse small and corporate business clients. Act as web administrator for prominent Inc 5000 US government Tech & IT subcontractor, overseeing online presence and technical aspects.

- Garnered awards for editorial illustration work, notably contributing to high-profile projects in the publishing industry.
- Established and maintained robust web infrastructures, enhancing digital footprint of 40+ businesses.
- Played key role in rebranding and marketing for numerous entrepreneurs, leading 50+ businesses to achieve and surpass ROI within a decade.
- Spearheaded social media marketing campaign for Kickstarter project on Blind Willie Johnson, raising \$125K, significantly contributing to production of Grammy album.



ADDITIONAL EXPERIENCE

Digital Arts Teacher – Digital Arts, Pomfret School, Pomfret, CT
Adjunct Professor – Fine & Digital Arts, Quinebaug Valley Community College, Danielson, CT
Marketing Guru / Sales / Owner, String Tinkers, LLC., Putnam, CT
Senior Designer | Web Designer, Aquent, Washington D.C.
Creative Director, Startec Global Telecom, Washington D.C.
Multimedia Designer, Mediacentric Group, Clearwater, FL
Graphic Designer, City of St. Petersburg, FL

EDUCATION

Bachelor of Fine Arts, Drawing & Visual Communications
The Maryland Institute, College of Art, Baltimore, MD

Graduate
St. John DeMatha High School, Hyattsville, MD

HONORS & AWARDS

American Illustration | Alternative Pick Award | SILA – Illustration West | Luerzer's Archive 200
Best Capsule Books | TMT Multimedia Award UK | Corporate USA Today Multimedia Design |
FL Public Relations Best Annual Report

TECHNICAL PROFICIENCIES

Techniques: Art Direction | Multimedia Design | Illustration | Video Editing | Web Design | HTML & CSS Coding

Tools & Software: Adobe CC (Photoshop, InDesign, and Illustrator) | Adobe Premiere Pro | Adobe XD | Canva | Blender | WordPress CMS

Others: Sketching | Branding & Identity | Story & Narrative | Wireframing | UX Design | Marketing | Advertising

