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## CURRICULUM VITAE

### Education

Massachusetts College of Art and Design, Boston, MA  
BFA in Communication Design, 1998

### Teaching Experience

**Instructor**, Massachusetts College of Art and Design, Communication Design, 2006–present  
Courses include Typography I, II + III, Graphic Design (levels II & IV), Graphic Design Portfolio, Identity Systems, Advanced Projects Zines, Advanced Projects Brand Identity.

Assisting in developing curriculum for brand and identity systems as a focus in junior and senior level graphic design courses.

### Professional Experience

**Principal**, Tony Leone Design LLC, 2004–present

Tony Leone Design is a multidisciplinary design and creative studio with a focus on brand identity, strategic thinking, design and art direction. For more than a decade, Leone Design has been creating skillfully-crafted projects in logo and identity systems, publications and packaging, and website design and development, as well as award-winning brand and product development.

Select clients: Boston Society of Architects, Harvard Graduate School of Design, New York Review of Books, MIT Sloan Sustainability Initiative, Mindware

**Co-founder and Art Director**, Unbored, a kids activity and book brand, 2010–present

Conceiving and developing new activity kits with the writing partners; responsible for oversight of design and production; management and art direction of illustrators and designers

**Freelance Communication Designer**, IDEO Boston, 2004–2011

A global design and innovation company—early leader in human-centered design and design thinking. Working in multidisciplinary and highly collaborative teams on innovation, research, and product packaging projects; designing, brainstorming, crafting, producing and presenting project prototypes, books and concepts.

**Partner/Co-founder**, Collaborated, Inc., 2001–2004

A multidisciplinary design studio creating identity, print and online design work for both corporate and non-profit clients.

**Art Director and Designer**, Hermenaut, 1999–2001

Art direction, design, and identity development of pop-culture and philosophy digest

**Art Director/Senior Designer**, Crocker, Inc., 2000–2001

Design and creative firm specializing in brand identity, advertizing and packaging. Leading the design of packaging and brand projects; overseeing junior designers and interns. Select clients: Ofoto (Kodak), Boston Acoustics, Polaroid

**Senior Designer**, GR8 Boston, 1999–2000

Select clients: Sylvan Learning Center, identity for Baltimore's Digital Harbor Initiative

**Freelance Senior Designer/Art Director**, Digitas Boston, 1999

Select clients: Neiman Marcus, American Express, Dell Corporation

**Senior Designer**, Crocker, Inc., 1995–1999

Design and creative firm specializing in brand identity, advertizing and packaging. Select clients: Boston Acoustics, Lycos, Art Technology Group, Reebok

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Tony Leone

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Tony Leone Design LLC

leone-design.com



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### Exhibitions

2015 - *Above the Fold, Alumni Works in Design*, group exhibition, Massachusetts College of Art and Design (Selection committee; Sam Aquillano, Founder and Executive Director of the Design Museum Foundation, Valerie Fletcher, Executive Director of the Institute for Human Centered Design (IHCD), Clifford Stoltze, Founder and Creative Director of Stoltze Design)

### Publications & Speaking Engagements

2017 - *Unbored, The Unexpected Evolution of a Kid's Activity Brand*, invited talk at the summer retreat of the Society of Printers

2014 - *Creative Anarchy, How to Break the Rules of Graphic Design for Creative Success*, by Denise Bosler, HOW Books

2014 - *Unbored Games*, invited talk with Joshua Glenn, Talks at Google, Cambridge, MA

2012 - *Unbored*, invited talk with Joshua Glenn at IDEO Boston

2009 - *The Anatomy of Design: Uncovering the Influences and Inspiration in Modern Graphic Design*, by Steven Heller and Mirko Ilic, Rockport Publishers

2005 - *Introduction to Computer Graphics, Design Professional Series*, by Daniel Bouweraerts,

2002 - "Not Just a Magazine Anymore" interview with Josh Glenn, editor and publisher, and Anthony Leone, art director. *The Education of a Design Entrepreneur* by Steven Heller, Allworth Press

2000 - "Magazines 2000" Print Magazine July/August 2000

### Awards & Recognition

2017 - Oppenheim Toy Portfolio Platinum Award, Unbored Time Capsule

2017 - Oppenheim Toy Portfolio Gold Seal Award, Unbored Carnival

2016 - PRINT Regional Design Annual, Unbored Adventure

2015 - Family Fun, Best Toys of the Year, Unbored Disguises Activity Kit

2014 - Marcom Award Bronze, Managed Market Summit Fall Marketing Campaign

2013 - Marcom Award Platinum, Managed Market Summit Fall Marketing Campaign

2013 - PRINT Regional Design Annual, Unbored

2012 - HOW International Annual, Unbored

2012 - BoNE Show (Best of New England, ALGA Boston), Unbored

2009 - PRINT Regional Design Annual, MassArt Identity (with MothDesign)

2005 - PRINT Regional Design Annual, Charles Jones Stationery and Identity

2004 - BoNE Show (Best of New England, ALGA Boston), All American Theory Identity

2004 - PRINT Regional Design Annual, All American Theory Identity

2004 - Best of Business Card Design 6, Rockport Publishers, Hanan (Middle Eastern Dancer) Business Card

2003 - BoNE Show (Best of New England, ALGA Boston), Triad Strategies Corporate Information Kit

2003 - BoNE Show (Best of New England, ALGA Boston), Collaborated, Inc. Web Site

2002 - How Magazine International Design Annual, Hermenaut Issue 16

2001 - Print Magazine, Print's Regional Design Annual 2001, Hermenaut Issue 16

2001 - Print Magazine, Print A-Z Competition 2001, Hermenaut Issue 16

1999 - BoNE Show (Best of New England, ALGA Boston), Boston Acoustics ProSeries Packaging

1999 - Critique Magazine, The Big Crit 1999, Boston Acoustics ProSeries Packaging

1998 - Brand Design Association 1998 Best of Show and Brand Packaging, Boston Acoustics ProSeries Packaging

1998 - Communication Arts Design Annual 39, Boston Acoustics ProSeries Packaging

1998 - London International Advertising Awards 1998 Package Design Finalist, Boston Acoustics ProSeries Packaging

1998 - Gaphis T-Shirt Design 2, Gern Blandsten Records T-Shirt

1995 - How Magazine Self-Promotion Annual, Environmental Art: Addressing the Real World Poster (with Carol Hayes)

### Professional Organizations

Society of Printers, member since 2016