

Doug Toney

Creative & Digital Professional — AEM Assets & Adobe Workfront Specialist

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SUMMARY

Creative and digital professional with 25+ years spanning graphic design, photography, 3D visualization, and digital asset management. Evolved from design and photography roots to leading global teams and implementing enterprise platforms. Built a high-volume photography studio that helped fuel MSI's growth from \$300M to over \$1B in annual revenue, deployed enterprise-wide Digital Asset Management across 30+ branches, and now specialize in Adobe Experience Manager (AEM) and Adobe Workfront — blending visual innovation with scalable digital strategy.

EXPERIENCE

Northern Commerce

December 2019 – Current

Adobe Experience Manager Assets / Adobe Workfront Specialist

AEM Assets Specialist with recent Adobe Workfront certification. Build scalable digital ecosystems across marketing, digital experience management, e-commerce, and analytics. Joined as Freedom Marketing (AEM-focused); acquired by Northern Commerce in March 2025, expanding scope to full e-commerce, Drupal development, and marketing automation.

MSI

March 2011 – December 2019

Graphic Designer to Department Head

Built a high-volume photography studio supporting MSI's growth from \$300M to \$1B+ in revenue. Led a global team (US & India) across graphic design, photography, digital manipulation, and 3D tradeshow design. Negotiated and deployed an Adobe Digital Asset Management system across 30+ branches serving 500+ employees and partners.

Freelance

April 2008 – March 2011

Graphic Designer & Photographer

Independent contractor serving Atlanta-area tile and flooring clients with graphic design and product photography. Clients included MSI, Medici Mosaics, and Hartmann Studios.

Westminster Ceramics

September 2002 – April 2008

Graphic Designer

Graphic design, illustration, planogramming, packaging, and product design for ceramics and home products, including catalogs, marketing collateral, and product photography.

The Wow Factory

June 1998 – September 2002

Intern & Graphic Designer

Started as an intern while in school, transitioning to full-time graphic designer in 2000. Handled varied print and early-digital design projects in a fast-paced agency setting.

SKILLS

Adobe: AEM Assets, Workfront, Creative Suite (Photoshop, Illustrator, InDesign)

Disciplines: Graphic Design, Photography, 3D Visualization, Digital Asset Management

Digital: Content Management, Marketing Automation, Workflow & Process Development

Leadership: Global Team Management, Vendor Negotiation, Enterprise Deployment

CERTIFICATIONS

Adobe Certified Professional — AEM Digital Librarian

Adobe Certified Professional — Workfront Project Manager