

Michael Tong

ART DIRECTION AND GRAPHIC DESIGNER

CONTACT

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EDUCATION

University of Massachusetts - Amherst

Aug 2015 - Feb 2019
BA in Journalism and Communication

London College of Fashion

Aug 2018 - Nov 2018
Fashion Media and Communication Concentration

Fashion Institute of Technology

June 2024 - July 2024
2D Motion Design Certificate

TOOLS

Adobe Creative Suite

Photoshop
Illustrator
InDesign
AfterEffects
Premier

Microsoft Office Suite

Word
Excel
Powerpoint

UI/UX

Figma

AI

ChatGPT
MidJourney
Sora

SKILLS

Art Direction
Branding
Creative Concepting
E-commerce
File Management
Fashion & Beauty
Marketing

Photo Retouching
Photoshoot Production
Project Management
Retail
Social Media
Team Leadership
Time Management

EXPERIENCE

Senior Brand Designer - Alpha Industries

Aug 2023 - Sep 2025

- Leads creative concepting of brand marketing assets across e-commerce, social, physical retail, and print.
- Provides advanced image editing services across internal and external partners.
- Develops AI design techniques to advance creative diversity and capabilities.
- Mentors team of junior creatives to foster a skilled collaborative work environment.
- Experience with big and small budgets to produce a variety of creative activations.

Digital Designer - Public Clothing Company

Jan 2022 - Aug 2023

- Designs 360° marketing assets across print and digital channels for e-commerce, wholesale, and retail teams.
- Develops digital marketing templates to enhance brand storytelling journeys and increase conversions.
- Provides advanced image editing services across internal and external partners.
- Manages distribution and storage of image archives and brand assets to internal and external partners.

Junior Producer - Local Color New York

Feb 2021 - Jan 2022

- Executes client creative vision across creative photoshoot and retouching projects.
- Manages distribution and storage of image archives and brand assets to internal and external partners.
- Updates social media accounts and online portfolio for prospective clients.
- Coordinates client needs and budgets pertaining to all photoshoot projects.

Production Manager - Olivela

Dec 2019 - Feb 2021

- Leads production of e-commerce imagery to target newness and brand launch timelines.
- Designs presentation decks to onboard wholesale clients from top brands.
- Develops style guides and retouching standards that improved brand consistency and increase sales.
- Communicates with external clients on imaging and brand needs.