

# MICHAEL TONG

ART DIRECTION  
& GRAPHIC DESIGN

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## WORK EXPERIENCE

### SENIOR BRAND DESIGNER [ALPHA INDUSTRIES] AUG 2023 / PRESENT

- Leads creative conceiving 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 NY] 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 and retouching 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.

## EDUCATION

### BA IN JOURNALISM & COMMUNICATION [UMASS AMHERST]

### FASHION MEDIA & COMMUNICATION CONCENTRATION [LONDON COLLEGE OF FASHION]

### FASHION MEDIA & COMMUNICATION CONCENTRATION [FASHION INSTITUTE OF TECHNOLOGY]

## TOOLS

### ADOBE CREATIVE CLOUD

Photoshop  
Illustrator  
InDesign  
AfterEffects  
Premier

### MICROSOFT OFFICE SUITE

Word  
Excel  
Powerpoint

### USER EXPERIENCE/INTERFACE

Figma

### ARTIFICIAL INTELLIGENCE

ChatGPT  
Sora  
Midjourney

## SKILLS

Art Direction	Marketing
Branding	Photo Retouching
Creative Concepting	Photoshoot Production
E-commerce	Project Management
File Management	Retail
Fashion & Beauty	Social Media
Leadership	Time Management