

MICHAEL TONG

C O N T A C T

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MichaelTongDesign.com

E D U C A T I O N

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

T O O L S

Adobe Creative Suite

Photoshop

Illustrator

InDesign

AfterEffects

Premier

UI/UX

Figma

Microsoft Office Suite

Word

Excel

Powerpoint

Artificial Intelligence

ChatGPT

MidJourney

S K I L L S

Design

Animation

AI Generation

Branding

Marketing

Photo Retouching

Presentation

Social Media

Typography

Production

File Management

Photoshoot

Project Management

Time Management

E X P E R I E N C E

Digital Designer _ Alpha Industries

Aug 2023 - Present

- Designs 360° marketing assets (email, organic social, paid social, display, web, print, internal, wholesale)
- Creates email templates to elevate the brands storytelling journey and increase conversion
- Provides image retouching services as needed (alterations, color corrections)
- Develops AI design techniques to advance creative capabilities and set the brand apart from others

Digital Designer _ Public Clothing Company

Jan 2022 - Aug 2023

- Designs 360° marketing assets (email, organic social, display, web, print, internal, wholesale)
- Creates email templates to elevate the brands storytelling journeys and increase conversion
- Provides image retouching services as needed (alterations, color corrections)
- Manages and distributes image archives and brand assets

Junior Producer _ Local Color New York

Feb 2021 - Jan 2022

- Creates visual shot lists to increase work efficiency and to ensure creative direction is followed
- Manages social media accounts and online portfolio
- Curates photoshoot content and model castings
- Coordinates product needs for client projects (catering, sample trafficking, talent bookings)

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 brand (lvmh, kering, richemont, etc.)
- Develops style guides and retouching standards that improved brand consistency and increase sales
- Creates lookbooks for influencers and press to enable marketing campaigns and create brand awareness