

MATTHEW TSANG

Graphic Design · Social Media
AI & Automation

Corona, California
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ABOUT ME

I'm a Southern California graphic designer with a B.A. in Visual Communication Design. I create product-focused social content and explore AI automation to connect creative ideas with practical workflows. My work combines clear visual communication, brand consistency, and attention to detail.

EXPERIENCE

PowerNet

Graphic Design & Social Media
2023 - 2026

- Created branded graphics for social media and product promotions, working with marketing direction and team feedback.
- Translated email and SMS campaign calendars into product spotlights, promotional graphics, and training content.
- Designed social posts using product imagery, customer reviews, typography, and consistent brand styling.
- Prepared and updated design assets, clarified project requirements, and coordinated revisions with teammates.
- Created reusable visual templates and organized product photography and information for content production.
- Developed and tested AI-assisted workflows connecting content plans, product assets, image generation, and video captioning.

Studio 770

Graphic Design Intern
2023 - 2023

- Designed a new logo for Studio 770's upcoming podcast recording studio.
- Enhanced SEO by keywording images and implementing ghost pages to drive local traffic.

DESIGN SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe InDesign
- Typography and layout
- Product and campaign graphics
- Social media content
- Content planning

AI AND WORKFLOW TOOLS

- Make
- OpenAI Image Edit
- Gemini
- Google Sheets and Drive
- Buffer
- Workflow testing

EDUCATION

Cal Poly Pomona

Bachelor of Arts
Visual Communication Design
2020 - 2024