

Matthew Sy

(626) 383-8579 | matthew.sy4@gmail.com | [linkedin.com/in/themattsy](https://www.linkedin.com/in/themattsy)

EDUCATION

California Polytechnic State University, San Luis Obispo

San Luis Obispo, California

B.S. in Liberal Arts Engineering Studies (Focus: Computer Science & Usability Studies)

Minor in Business Entrepreneurship

GPA: 3.65

2018 – 2022

Skills: Marketing, Social Media, Sales, UI/UX Design, Business Development, Brand Ambassador, Branding, Content Strategy, Market Research, Communication, E-commerce

WORK EXPERIENCE

Actor | Model

Los Angeles, CA

SAG-Eligible

2023 – Present

- Led/supported 4 short films, collaborating with a talented cast and crew in fast-paced, high-pressure environments
- Maintain professionalism, empathy, and focus on the bigger picture by adapting quickly to direction, schedule changes, and longer-than-expected days on set
- Talented film official selection at LA Shorts International Film Festival, Berlin Women Cinema Festival, Miami Women Film Festival, Film Invasion Los Angeles, Short Shot Fest
- Collaborated with Disney, Suavecito, and Snapchat as a model and actor to promote their brands and products

NikexLegoxNBA | UCLA | Volkswagen

Los Angeles, CA

Brand Ambassador

2024 – 2026

- Led basketball drills for the youth and uplifted the NikexLego brand at the 2026 NBA All-Star weekend
- Built community through arts and engaging activities at the 2025 UCLA monthly campus event
- Facilitated public, influencer, and celebrity engagement (John Legend, Kim Kardashian) for Volkswagen at ChainFEST LA 2024

Fashion City International Corp.

Chino, CA

Sales & Marketing Specialist

May 2024 – Oct 2024

- Personal assistant to the CEO, sitting in on executive meetings, creating PowerPoint presentations, handling E-commerce websites and social media platforms, and coordinating travel
- Expanded reach and revenue opportunities by onboarding a [Walmart Marketplace storefront](#) and leveraging SEO strategies
- Boosted brand visibility by launching [Instagram](#) and [TikTok](#) pages, collaborating with influencers, and producing UGC
- Built relationships with Costco, Walmart, and Stater Bros. by promoting our products at the Indiana Sweets and Snacks Expo and Anaheim Natural Products Expo West conventions

AMOTION Games (SaaS Startup)

San Luis Obispo, CA

Product Designer

Dec 2021 – Feb 2024

- Designed company branding, including a logo and visual identity, aligned with product vision
- Built a scalable design system to ensure consistency across the platform
- Collaborated cross-functionally with developers and product managers to redesign the website UX and improve user experience

laes.calpoly.edu

San Luis Obispo, CA

UX Designer

Feb 2022 – Sep 2022

- Delivered an intuitive department website that now serves as the primary landing page for the LAES Department at Cal Poly, utilizing Drupal to design organized information architectures, a pleasant visual design, and easy-to-navigate web flows
- Streamlined project execution and ensured weekly and monthly goals were met by organizing agile sprint meetings in collaboration with a design team and department heads
- Ensured website usability and satisfaction through the creation and practice of usability tests with students, faculty, and families

Vans

Arcadia, CA

Sales Associate

Nov 2022 – Jan 2023

- Delivered personalized shopping experiences by asking customers about their needs, personal styles, and sizing
- Handled high-volume transactions during holiday traffic while maintaining speed, accuracy, and a seamless checkout experience
- Maintained a welcoming and organized sales floor by proactively finding creative alternatives when inventory was limited

Cal Poly University Housing

San Luis Obispo, CA

Resident Advisor

Aug 2019 – Mar 2020

- Connected students and visitors with ongoing events, university resources, and equipment rentals at the front desk
- Provided career, financial, and wellness support to 55+ students through specialized collaboration events and personal support

PROJECTS

[Folding Bikes by DB Mobile App \(Hochschule München University of Applied Sciences International Innovation Challenge\)](#)

Product Manager

- Collaborated with a team of 4 international students from Germany and Vietnam to prototype a viable solution to alleviate transportation space issues in Munich through data-driven research and market analysis
- Implemented an agile development methodology to ensure efficient progress through weekly sprint meetings
- Presented the final product and business model canvas to the Deutsche Bahn board and Hochschule München University advisors, showcasing the potential impact of the solution on the local transportation landscape

[Eureka! Restaurant Mobile App](#)

UI/UX Designer

- Prototyped and designed a fully functional restaurant mobile app for Eureka! Restaurant, conducting user research, competitive audits, and usability studies
- Created data-driven wireframes and UI designs in Figma to provide take-out service revenue opportunities for restaurants

LEADERSHIP

Alpha Kappa Psi

Director of Business Development

San Luis Obispo, CA

Mar 2021 – Mar 2022

- Drove \$1,000+ profit in merchandise sales by identifying fashion trends, partnering with key influencers, and negotiating with local fabric providers
- Increased customer reach on a national scale and sales by 150% by designing and managing an e-commerce website (sloakpsi.com/store) with proper user flow to increase conversions
- Strengthened brand recognition and business growth through weekly meetings with a team of 3 members to discuss KPIs, marketing campaigns, modern philanthropy ideas, and collaborations

Course Hero

Campus Representative

San Luis Obispo, CA

Mar 2021 – Jun 2022

- Acquired 5,000+ study documents to help students worldwide through creative events with students and organizations
- Donated 500+ books to the Books for Africa foundation to help provide education to students in Africa by reaching outstanding sales goals