

Tamiria Perkins



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<https://www.tamiriaperkins.com>

EDUCATION

Michigan State University

Bachelor Fine Arts Degree: Graphic Design

Bachelor of Arts: Arts & Humanities

2012 - 2017 | East Lansing, MI

2015 Study Abroad: Florence, Italy

Dean's List: 2014-2017

PROFESSIONAL SKILLS

Illustrator



InDesign



Photoshop



Microsoft Office



Premiere



Wix



Photo Retouching



Powerpoint Design



Figma



Keynote Design



AFFILIATIONS & HOBBIES

Delta Sigma Theta Sorority, Incorporated

MSU Black Alumni Association

Dream Detroit Skating Acadmey

Figure Skating

Ceramics

Traveling

Videogames

Music

PERSONAL QUALITIES

Responsible

Friendly

Organized

Flexible

Creative

Enthusiastic

Attentive

Energetic

EXPERIENCE

Art Director

Mars United Commerce | Freelance

November - Present | Southfield, MI

- Develop visual marketing campaigns for various channels
- Collaborates with Client Leadership, Strategic Planning and Creative teams to develop concepts that meet predetermined objectives and strategies
- Conceptualize and design compelling visuals that resonate with target audiences and enhance brand presence
- Oversee the production of all visual content, ensuring high quality and adherence to brand guidelines

Creative Services Designer / Art Director

VML

April 2022 - October 2025 | Detroit, MI

- Concepts ideas for social media accounts that helped to increase audience engagement
- Collaborates with teams across the agency to assist with design support
- Collaborates with art directors, copywriters, videographers, and producers to create videos and animations
- Participates in social media meetings to learn about new platforms
- Edits videos and gifs for social media platforms

Associate Art Director

VMLY&R

Sept. 2020 - March 2022 | Detroit, MI

- Concepts ideas for the all Ford's social media accounts that helped to increase audience engagement
- Collaborates with art directors, copywriters, videographers, and producers to create videos and animations
- Participates in social media meetings to learn about new platforms
- Edits videos and gifs for social media platforms

Junior Art Director

Weber Shandwick

April 2019 - May 2020 | Detroit, MI

- Brainstormed ideas for Chevrolet Social media account like, Chevy Design School, Valetine's Day, Making Strides Against Breast Cancer, etc.
- Collaborated with art directors, copywriters, videographers, and senior producers to create videos and animation designs
- Conveyed ideas through well-design presentations for clients
- Assisted in the direction of videos and photography shoots