

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



AI



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

Razorfish

May 2026 - Present | Birmingham, MI

- Led the redesign of Jeep's paid social creative system, modernizing visual assets to improve consistency, scalability, and brand impact across digital campaigns.
- Translate strategic briefs into concept-driven creative solutions, partnering with multidisciplinary teams to deliver engaging, platform-first paid social experiences.

Art Director

Mars United Commerce | Freelance via Creative Circle

November 2025 - December 2025 | Southfield, MI

- Spearheaded the evolution of The Laughing Cow's in-store creative, refining the brand's value proposition at shelf and increasing shelf visibility by 10%.
- Oversaw production of visual assets while maintaining high creative standards and brand consistency.
- Led the visual development and execution of integrated marketing campaigns across retail, digital, and social channels for consumer brands Laughing Cow and GoGo Squeeze

Art Director / Creative Services Designer

Associate Art Director

VML

Sept.2020 - October 2025 | Detroit, MI

- Led creative development for Soap & Glory's Flake Away campaign by leveraging TikTok's #GRWM trend to create the "Get Naked Challenge" with Kaitlyn Bristowe, driving a 44% increase in sales and over 5M impressions.
- Developed creative for the Krispy Kreme x Harry Potter partnership by reimagining the Sorting Hat ceremony to reveal the four house-inspired doughnuts, contributing to a 10% sales increase and influencer-driven buzz.
- Participated in social strategy and platform discussions to stay current on emerging trends, behaviors, and content opportunities.
- Concepted a meme-driven Ford EV campaign that used humor and culturally relevant social content to reframe negative perceptions around EV adoption, generating over 4M impressions and contributing to a 10% increase in EV purchases.
- Helped drive a 15% increase in Ford SUV sales among Millennials through engaging TikTok-first content and social storytelling.
- Partnered production and a copywriter during a two-day Ford SUV production shoot to manage shot lists, creative execution, and TikTok content creation across three vehicle launches.

Junior Art Director

Weber Shandwick

April 2019 - May 2020 | Detroit, MI

- Concepted and designed "Chevy Match," a Valentine's Day Instagram Stories campaign inspired by dating app culture that reimagined Chevrolet vehicles as Tinder-style profiles to drive engagement by 15%
- Developed "Guess What We Are Towing" for the Chevrolet Silverado HD, transforming camera technology into an engaging Instagram Stories experience using motion graphics, line art, and interactive reveals.
- Assisted in the creative direction of video and photography shoots, supporting content capture and on-set execution.