

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
After Effects	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

★ CORE CAPABILITIES

Social-First Creative	Meta
Art Direction	Tik Tok
Concept Development	Instagram
Content Production	X
Design System	AI-Assisted Ideation
Paid Social	Visual Storytelling

📄 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.