

SAMIRIA PERCIVAL

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www.Samiria.me

EDUCATION

GRAPHIC DESIGN

MASTER OF FINE ART

UNIVERSITY OF HOUSTON

Conferred: May 2021

DIGITAL MEDIA ARTS

BACHELOR OF SCIENCE

PRAIRIE VIEW A&M UNIVERSITY

Conferred: May 2018

CERTIFICATIONS

2022 - Google UX Design Professional Certificate

2023 - Salesforce Certified User Experience Designer

PROFESSIONAL CLIENTS

2023 **National Association of Black Journalists**
2020 **NABJ23 Partner Communications Manager**
2019 *Manage partner ads and digital media*
NABJ20 Digital Conference Consultant
Technical administrator for webinars and Q&A
NABJ19 Application Consultant
Conference app consulting and management

2018 **KMS Marketing Strategies**
Marketing Specialist
Marketing, brand development, strategy + planning

2016 - **DesignView Media Center**
2018 **Creative Director**
Project management, branding, developed SOP and standardized team workflow

2015 - **Percival Designs**
Current **Design Consultant**
Branding, web, marketing, strategy + planning

SOFTWARE

Illustrator	After Effects	Maya
Photoshop	Experience Design (XD)	Unity
InDesign	Sketch	Cinema 4D
Dreamweaver	Figma	AutoCAD
Premiere	InVision	

PUBLISHED WORKS

2018 **Bienvenido: You Have Been Transported.**
Canal Street Press, University of Houston
Essay design and layout

2016 **Designing Denver: The Visual Experience of ONA16**
Online News Association
Newsroom Article

LATEST EXPERIENCE

IBM - UI/UX Designer & Researcher

BATON ROUGE, LA | June 2022 - Current

- Pfizer | Lead UX Researcher

Strategize and conduct user research across Pfizer network

- American Express | UI Designer & Researcher

Design prototype and conduct user research for internal service portal

- Albertsons | UX/UI Researcher

Conduct user research for employee benefits portal

- Frito Lay | Visual Designer

Design user interface for retail kiosk

- Newmont Goldcorp | Visual Designer

Create global warehouse labeling system

Contact: Tosha Brown, latosha.brown@ibm.com

DALLAS WEEKLY - Lead Designer

REMOTE | Jan 2022 - May 2022

Draft new magazine template. Work directly with print production team at The Dallas Weekly to design and layout weekly printed magazine.

Contact: Patrick Washington, pWASHINGTON@dallasweekly.com

THE ATLANTA VOICE - Lead Designer

REMOTE | Dec 2020 - May 2022

Work directly with print production team at The Atlanta Voice to produce weekly printed newspaper. Contribute to optimizing work-flow, creating an updated media kit and redesigning the weekly book template. Create templates for social media and printed advertisements.

Contact: Chia Suggs, csuggs@theatlantavoices.com

UNIVERSITY OF HOUSTON - Instructor

Graphic Design Software - ART 3331

HOUSTON, TX | August 2019 - May 2021

Instruct undergraduate level students on how to utilize professional design software such as Adobe Photoshop, InDesign, and Illustrator. Provide lectures, demos and project critiques for students.

Contact: Cheryl Beckett, cbeckett@central.uh.edu

SKILLS

User Experience Design

User Research/Analysis

User Interface Design

Web Design

Usability Testing

Data Analysis

Competitive Analysis

HTML/CSS

Print Layout

Wireframing

Prototyping

Project Management

Brand Management

Creative Consulting

Marketing Strategy

Team Leadership

PROFESSIONAL CLIENTS & CONSULTING

- 2021 **The Atlanta Voice**
Get Current Studio - Lead Graphic Designer
Layout design & consulting
- 2020 **National Association of Black Journalist**
NABJ20 Digital Conference Consultant
Technical administrator for webinars and Q&A
- 2019 **NABJ19 Application Consultant**
Conference app consulting and management
- 2019 -
2020 **New Leaders**
Creative Consultant
Designed web, social, marketing and printed material
- 2018 **KMS Marketing Strategies**
Marketing Specialist
Marketing, brand development, strategy + planning
- 2017-
2018 **Design View Media Center - PVAMU**
Creative Director
Development, management, strategy + planning
- 2016 **Office of Multicultural Affairs - PVAMU**
Graphic Designer
Marketing, branding, management
- 2015 -
Current **Percival Designs**
Design Consultant
Branding, web, marketing, strategy + planning
- 2012 **NASA**
Graphic Intern
2-D Graphic Space Flight Simulator

ART EXHIBITIONS

- 2021 **American Safe Zone (Solo Exhibition)**
Elgin Street Studios
University of Houston
- 2021 **Risk Management**
UH MFA Thesis Exhibition
Blaffer Art Museum, University of Houston
- 2018 **Like Breathing**
School of Art Exhibition
Blaffer Art Museum, University of Houston
- 2017 **Know Yourself**
Sculpture Installation
Honored - Juried Art Contest & Exhibition
Prairie View A&M University
- 2017 **The Motions**
2nd Place - Juried Art Contest & Exhibition
Prairie View A&M University
- 2016 **First Come First Serve**
Self Love Exhibit
Community Artists' Collective
- 2016 **First Come First Serve**
3rd Place - Juried Art Contest & Exhibition
Prairie View A&M University

AWARDS/HONORS

- 2020 **Graduate Project Grant**
School of Art, University of Houston
Fall 2020
- 2020 **Design Residency**
Otis School of Art and Design, Los Angeles CA
Summer 2020 (COVID INTERRUPTED)
- 2019 **Graduate Tuition Fellowship**
School of Art, University of Houston
Fall 2019
- 2019 **Graduate Travel Grant**
School of Art, University of Houston
Summer 2019
- 2018 **Miss Architecture**
Prairie View A&M University
Scholarship Recipient
- 2017 **AIGA Design Loop**
AIGA Houston - Design Loop Fellowship
- 2016 **Online News Association**
ONA - HBCU Digital Media Fellow
- 2013 **Engineering Academic Scholarship**
Roy G. Perry College of Engineering
- 2012 **Academic Achievement Scholarship**
Prairie View A&M University
- 2012 **NAACP Scholarship**
- 2012 **Rotary Club Scholarship**
- 2012 **Grand Arch Royal Masons Scholarship**