

# Samiria Percival

Brand Strategist & Creative Director

contact@samiria.me · samiria.me · 254.371.2797

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Designer, researcher, and brand strategist with 10+ years of experience directing creative across Fortune 500 clients, national media organizations, and independent practice. Known for building visual systems that hold without hand-holding and research that moves product before launch. Works at the intersection of culture, brand, and experience design.

## CORE SKILLS

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Creative Direction	UX Research Strategy	Brand Strategy
Art Direction	Usability Testing	Partner Communications
Brand Identity & Systems	Heuristic Evaluation	Technical Writing
Visual Design	Journey Mapping	Governance Documentation
Typography Direction	Workshop Facilitation	Stakeholder Alignment
Editorial Design	Roadmapping	Conceptual Art Direction

**Tools:** Adobe CC (Illustrator, Photoshop, InDesign, XD, After Effects) · Figma · Sketch · InVision · Miro · Asana · PowerPoint · Figma

## EDUCATION

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### MFA, Graphic Design Studio Art

University of Houston

### BS, Digital Media Arts

Prairie View A&M University

## CERTIFICATIONS

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Salesforce Certified UX Designer	Certified SAFe 6 Product Owner / PM	IBM Watsonx.ai & Prompt Engineering
Google Professional UX Design Certificate	Scrum Alliance Certified ScrumMaster	Enterprise Design Thinking: Practitioner

## EXPERIENCE

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### Senior UX Researcher & Designer | IBM | *June 2022 to Present*

- Lead UX research and design for Fortune 500 clients including Truist Bank, Pfizer, American Express, Albertsons, Frito-Lay, and Newmont Goldcorp.
- Collaborated with 100+ end users across 15 digital products spanning enterprise software, retail, healthcare, and financial services.
- Operated across the full project lifecycle, including research strategy, stakeholder interviews, visual design, technical writing, and QA testing.
- Hosted UX research workshops to expand design thinking capabilities across IBM teams.

### Partner Communications & Internal Client Manager | NABJ 2023 to 2024

- Directed visual and partner communications for two consecutive NABJ Annual Conventions in Birmingham (2023) and Chicago (2024), serving 7,000+ combined attendees.
- Managed over 75 partners with 400+ brand assets across print, digital, social, and convention app platforms, ensuring all deliverables met NABJ brand standards and partner specifications.
- Elevated to expanded role for Chicago with added responsibility for risk management, QA, and cross-functional coordination across marketing, web, editorial, and press.
- Restructured partner communications framework into a tiered system, building a scalable foundation for future conventions.

### Lead Designer | The Atlanta Voice | *December 2020 to June 2022*

- Led weekly print production, redesigned the book template, and created an updated media kit and social media templates.

### Production Designer | Dallas Weekly | *January 2022 to June 2022*

- Designed and laid out a weekly print magazine and produced interactive experiences for digital editions.

**Graphic Design Software Instructor** | University of Houston | *August 2019 to May 2021*

- Taught undergraduate graphic design software and portfolio development across four semesters, covering typography, digital design, and professional practice.

**Creative Consultant** | New Leaders | *May 2019 to April 2020*

- Designed social media templates, slide decks, marketing materials, and stakeholder documents distributed nationally across executive teams.

**Creative Director** | DesignView Media Center | *November 2016 to May 2018*

- Directed a team of four designers, delegating projects by aligning client needs with team skills and capacity.
- Developed standard operational procedures and resource management processes for the media center.

**R E C O G N I T I O N**

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| • 2024 IBM Growth Award                   | • 2022 IBM Champion Learner, Bronze                       | • AIGA DesignLoop Fellow, 2018        |
| • 2023 IBM Client & Partner Success Award | • Otis College of Art and Design, Selected Resident, 2020 | • ONA HBCU Digital Media Fellow, 2016 |

**S E L E C T E D E X H I B I T I O N S**

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| • Risk Management, Currently on view, UH Student Center (N)       | • Risk Management, Blaffer Art Museum, Houston, 2021 | • First Come First Serve, Community Artists Collective, 2017 |
| • MythoFutureRiddum, Winter Street Studios, Houston, 2022         | • U Up?, Blaffer Art Museum, Houston, 2019           | • Motions, Prairie View A&M University, 2017                 |
| • American Safe Zone, Solo Exhibition, Elgin Street Studios, 2021 | • Like Breathing, Blaffer Art Museum, Houston, 2019  |  |

**M E M B E R S H I P S & A F F I L I A T I O N S**

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- AIGA
- Epsilon Gamma Iota, Inc.