

# SAMIRIA PERCIVAL

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[www.Samiria.me](http://www.Samiria.me)

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## EDUCATION

### GRAPHIC DESIGN

MASTER OF FINE ART (MFA)

UNIVERSITY OF HOUSTON

Conferred: May 2021

### DIGITAL MEDIA ARTS

BACHELOR OF SCIENCE (BS)

PRAIRIE VIEW A&M UNIVERSITY

Conferred: May 2018

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## CERTIFICATIONS

2024 - IBM Generative AI: Prompt Engineering

2023 - Scrum Alliance Certified Scrum Master

2023 - Salesforce Certified User Experience Designer

2022 - Google Certified UX Design Professional

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## SOFTWARE

Illustrator

Photoshop

InDesign

Dreamweaver

Premiere

After Effects

Experience Design (XD)

Sketch

Figma

InVision

Maya

Unity

Cinema 4D

Auto CAD

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## SKILLS

Prompt Engineering (AI)

Scrum Master

Agile Team Work

Team Leadership

User Experience Design

User Research/Analysis

User Interface Design

Salesforce Design

Web Design

Usability Testing

Data Analysis

Competitive Analysis

HTML/CSS

Print Layout

Wireframing

Prototyping

Project Management

Brand Management

Creative Consulting

Marketing Strategy

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## RELEVANT WORK EXPERIENCE

### IBM | UI/UX Designer & Researcher

BATON ROUGE, LA | June 2022 - Current

Consult with clients to solve problems through user research and design. Create & facilitate workshops internally for IBM.

- **American Red Cross | Salesforce UX Designer**

Produced wireframes and prototypes in Figma to demonstrate capabilities of new ARC Constituent 360 Card in the development phase. Recommend designs based on Salesforce Lightning Design System and industry design standards. Documented work in detailed deck that highlighted design revisions and value adds.

- **Pfizer | Lead UX Researcher**

Strategized and conducted user research across Pfizer Global Reliability network. Lead a number of different user research projects by creating research road maps, project protocols, and conducting user interviews. Once research was complete, I would conduct a full analysis and summarization of the findings for stakeholders. This research increased asset visibility for engineers making it easier to locate, assess and mitigate issues across the network. It also helped to streamline processes making benchmarking performance consistent across the different sites.

- **American Express | UI Designer & Researcher**

Designed a Service Dashboard prototype for AmEx Customer Care Professionals using Sketch and Invision. Conducted user research to inform updates to design and user experience. Final prototype made it easy for AmEx CCPs to solve customer calls in one system opposed to using multiple tools to solve problems. These changes improved the product by decreasing call times and increasing customer satisfaction. It is also projected to save the company millions by converting previously used tools into one internal system.

- **Albertsons | UX/UI Researcher**

Conduct user experience research for employee benefits portal. Participate in user interviews and findings analysis. Complete Heuristic Evaluation on benefits portal to provide stakeholders with a holistic view of product readiness.

### UNIVERSITY OF HOUSTON | Instructor (Graphic Design Software - ART 3331)

HOUSTON, TX | August 2019 - May 2021

Taught students how to apply their creativity and graphic design fundamentals to digital design. In my class, students learned how to use Adobe Photoshop, InDesign, Illustrator and how to write and describe the elements of their projects while creating portfolio-quality work.