samantha perkins

asst director of learner experience + learning enterprise | the design school | arizona state university
samantha.j.perkins@asu.edu | samantha-perkins.com

experience

2018–present

Arizona State University | Phoenix, Arizona
Clinical Professor + Assistant Director of Learner Experience and Learning Enterprise
act as primary point of contact between the school and ASU's Learning Enterprise; develop pathways for academic and lifelong learning certificate programs; assist in strategic planning and development of school initiatives surrounding digital and extended education; develop strategic initiatives surrounding equality in learning environments for both physical and digital campuses; assist school director in crafting and enacting long-term vision surrounding the expansion of our student body beyond degree programs; communication brand development; community building with internal and external partners; consult on learning experience needs including upgraded spaces and technologies

Clinical Professor + Associate Director of Academic Affairs
Direct and oversee academic operations for over 2400 students, 160 full- and part-time faculty, and 10 staff members; assist in strategic planning and development of school initiatives surrounding academic planning and revenue options; assist in the development of new academic programs; oversee development of online programs; manage built and online learning environments; direct and implement curriculum and policies for architecture, industrial design, interior design, landscape architecture, and visual communication design departments; assist school director in crafting and enacting long-term vision; coordinate accreditation reports and visit needs; act as School representative and first point of contact for the Herberger Institute's Community of Care Committee; oversee internal events such as Final Reviews, workshops, etc; advocate for students in decisions and conversations at School level and above

2002–2020

design8ed (formerly PhDv8) | multiple locations
Principle, Founder, Creative Director
Freelance graphic design focusing on book design / experiential visual systems development and implementation wayfinding, print, and digital design work on academic and corporate websites, academic print collateral, corporate design systems, marketing packages, and identity designs

2013–2018

Academy of Art University | San Francisco, California (online)
Instructor + Online Coordinator, School of Graphic Design
Write, develop, deploy, teach online courses for undergraduate / graduate level graphic design department; oversee all SME coordination and class development; work with Directors to develop strategic schedules for continued maintenance and new course ideas; developed strategic initiatives and learning materials aimed at greater retention and new recruitment avenues

2007–2012

Miami University | Oxford, Ohio
Visiting Assistant Professor, Graphic Design, and Interior Design Programs
Graphic design and interior design seminars, print / digital / environmental design studios, study abroad studio workshops

2005–2007

Catt Lyon Design | Cincinnati, Ohio
Environmental Graphic Design Project Manager
Environmental design and wayfinding for convention centers, hotels, casinos, residential towers, and sports facilities

2004–2005

University of Arkansas | Fayetteville, Arkansas
Adjunct Instructor, Department of Architecture
Foundation design studios and seminars

2003–2005

Northwest Arkansas Community College | Bentonville, Arkansas
Adjunct Instructor, Communication Arts Program
Color studies and portfolio design studios

1995–2002

dsgn associates | Dallas, Texas
Architectural Designer
Environmental and architectural design of residential, national entertainment chain, and international retail facilities

research

Perkins, S. and Sanguinetti, Paola. (2022, November 18). *Beyond the studio: How cross-modal third-spaces might reshape design education* [Conference session]. Anticipation 22, Phoenix, AZ, United States. https://www.adobe.com/solutions/ebook/digital-editions.html

Culpepper, W., Perkins, S. Makela, L., and Alders, T. (2022, September 23). *Digital Teaching Spaces as a Point of Purposeful Practice* [Panel discussion]. DEL Conference 2022, Virtual. https://delconference2022.psu.edu/day-2/

Perkins, S. (Principle Investigator) (2022–2023). *The engaged student's illustrated primer: How design thinking & technology can build a more inclusive learning experience* (Project No. DR06426) [Grant]. Herberger Institute for Design and the Arts.

Blau, M., Gohn, Y., Perkins, S., and Sheets, J. (2020, August 3). *Coronavirus and the Classroom* [Panel discussion]. The One Club for Creativity Global Educators Summit, Virtual. https://www.oneclub.org/events/-global-educators-summit-2020

The Design School ReDesign Committee. (2020). *ReDesign: Strategic plans for opening access.* Arizona State University.

Perkins, S. and Humphries, J. (2012, March 19–22). *Knowhere: Finding the ways we wayfind* [Conference session]. IDEC 2012 Annual Conference, Baltimore, MD, United States. https://idec.org/wp-content/uploads/2021/04/idec-2012-proceedings-web.pdf

Perkins, S. (2012). *Knowhere: Finding Ways to Teach Wayfinding* [Paper presentation]. 2012 SEGD Academic Summit. Society of Environmental Graphic Designers, New York, NY, United States. https://media.segd.org/s3fs-public/2012_segd_academic_summit.pdf

Perkins, S., Molloy, J., Tunstall, D. (2012). *Education Today* [Panel discussion]. 2012 SEGD Academic Summit. Society of Environmental Graphic Designers, New York, NY, United States. https://media.segd.org/s3fs-public/2012_segd_academic_summit.pdf

Perkins, S. (2012). *Knowhere: Finding ways to wayfind* [Exhibit]. Cage Gallery, Miami, OH.

Perkins, S. (Principle Investigator) (2011–2012). *Knowhere: Finding ways to wayfind* [Grant]. College of Fine and Performing Arts

Further experience in applications to Spencer Foundation and Arizona State University's Learning Enterprise. Details available on request.

teaching

The Design Experience (DSC 100)—freshman level overview of available resources at The Design School, Herberger advising, and Arizona State University student support

Principles of Graphic Design (GRA 122)—first-year online graphic design studio exploring graphic design basics and current software techniques

Design Thinking (EDS 223)— cross-disciplinary undergraduate course providing insights into the design thinking process and tools

InnovationSpace: Next Education Workforce (IVD 494/598)—interdisciplinary team-based course where students work together to find solutions for "real world" projects; 2022–2023 project focuses on developing new educational environments that aid in team teaching for 4th–8th grades in the Mesa School District

Innovation Studio III: Prototyping (IVD 562)—graduate course where students enter the iteration and prototyping phases of the design process

.

committee service

Faculty Assembly, Chair | The Herberger Institute for Design and the Arts, Arizona State University
Review and address faculty concerns with Institute leadership, as well as develop a clear mission for the Assembly
to aid in providing faculty with resources needed to succeed

By-Laws Ad Hoc Committee | The Design School, Arizona State University
Review and update current School by-laws to include new changes in Arizona State University faculty definitions and
expanded benefits for Career Path faculty.

Executive Committee | The Design School, Arizona State University
Industrial design representative to examine and provide suggestions for tenure and promotion of Design School faculty

Building Task Force | The Design School, Arizona State University
Works with academic program heads and representatives to explore options and opportunities to create a more
inclusive, welcoming environment for students, focusing first on proposed renovations to our physical facilities,
as well as online communities

Technology Committee | The Design School, Arizona State University
Works with academic program representatives and students to determine needs and best implementation practices
of technology in the classrooms

Facilities Committee | The Design School, Arizona State University
Investigates methods of developing and implementing works with academic program representatives to determine
needs and implementation options for new facilities, furnishing alterations, and school facility upgrades

Online Education Ad Hoc Committee | The Design School, Arizona State University
Works with academic program heads and representatives to explore options for online education within existing curriculum,
as well as potential new paths for majors, minors, and university-wide elective options

education

Academy of Art University | MFA Graphic Design, 2012
Thesis on immersive hybrid education models for use in teaching design

University of Texas at Arlington | BS Architecture, 1995
Concentration on architectural design theory

professional affiliations

American Institute of Graphic Arts (AIGA)
Society for Experiential Graphic Designers (SEGD)

external projects list

TDS Annual Review | The Design School, Arizona State University
Video design
Presentation of faculty work accomplished in the 2019–2020 academic year, presented to Design School, Herberger Institute,
and ASU executive leadership following completion of spring semester.

Disruption Now | design8ed
Website design
Used for promotion and archiving of blog content generated by the client.

Rob for Ohio | design8ed
Campaign website for a political candidate
Deliverables included a responsive web design, as well as campaign branding standards for application across multiple media types.

DAAPworks Showcase | design8ed
Book design
Final deliverable of 272-page published book showcasing UC DAAP and the work of the 2017 graduating class

DAAPcamps | design8ed
Digital and print materials advertising the summer pre-college program, outlining activity and enrollment information
Additional deliverables included t-shirts, bags, water bottles, wayfinding, and administrative forms.

DAAPworks | design8ed
Design system for annual student exhibit
Deliverables included wayfinding, postcards, posters, t-shirts, exhibit tags, maps, and fashion show programs

Annual Benefactors' Event | design8ed
Event design for annual scholarship donors and recipients
Deliverables included brochures, postcards, wayfinding, event take-aways, and a slideshow presented by the Dean.

Chatterjee Retirement Gala | design8ed
Event design honoring retired Dean Jay Chatterjee, including invitations, and wayfinding items

Surface Conversations Symposium | design8ed
Design system development based on previously designed poster for the event
Deliverables included a wire-bound program, wayfinding, name tags, and table top decor branded to match
the visual system established by the original poster design. Original poster design by Oscar Fernandez of the
UC DAAP School of Design.