PHOENIX JAMES-PEREZ

646-568-0802 · phoenixjpm10@gmail.com · New York, NY

EDUCATION

Tulane University — New Orleans, LA

Bachelor of Arts in Design · GPA: 3.85 / 4.0 — *2025 – 2029*

EXPERIENCE

Consulate NYC — New York, NY

Junior Art Director — Internship — *May 2026 – Jul. 2026*

- Developed and executed visual concepts for campaigns ensuring brand consistency across all touchpoints
- Collaborated with creative teams on brand identity, typography, and design direction for client-facing deliverables
- Communicated creative concepts and edits to clients through mood boards and presentations, iterating based on feedback
- Developed proficiency in Adobe Premiere Pro, editing raw footage into visual content aligned with campaign creative direction

OLAS Inc. — New York, NY

Art Director & Graphic Designer — Freelance — *Nov. 2025 – Present*

- Advise a New York-based oral care brand on visual identity, brand presentation, and product aesthetics
- Deliver web design assets and creative direction that strengthen brand consistency across digital platforms
- Manage independent client relationships with attention to detail, clear communication, and consistent delivery

Downtown United Soccer Club — New York, NY

Assistant Soccer Coach — *Jun. 2023 – Present*

- Build genuine rapport with players and parents, creating a welcoming high-energy environment for 30+ participants
- Lead structured coaching sessions tailored to individual skill levels, balancing instruction with encouragement
- Coordinate logistics and communicate across staff to keep fast-paced, high-volume operations running smoothly

Soccer Field Supervisor — *Oct. 2023 – Aug. 2025*

- Supervised game-day operations and delegated tasks across a team of 5 staff for seamless event execution
- Maintained a clean, organized, and visually sharp facility for players, parents, and spectators

LEADERSHIP & VOLUNTEER

Xavier High School — New York, NY

Puerto Rican Club — President — *May 2024 – Jun. 2025*

- Led cultural initiatives and community events, managing logistics and representing the club to administration

Varsity Soccer — Captain — *Aug. 2021 – Jun. 2025*

- Captained a competitive varsity program for four years, modeling leadership, accountability, and team-first mentality

Xavier Mission — New York, NY

Volunteer Staff — *Sep. 2022 – Aug. 2025*

- Served the NYC community for 3 years through food pantry management, clothing organization, and guest welcoming

SKILLS

Adobe Creative Software · Premiere Pro · Styling & Visual Aesthetics · Brand Identity · Art Direction · Graphic Design · Team Collaboration · Communication