

Cole James-Pérez

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SUMMARY

Art director and concept creator born and raised in New York City, the grandson of two painters, with a French mother and a Puerto Rican father. Grew up on set with a mother working as a creative director in fashion. Parsons graduate in Journalism & Design (2026); founder and creative director of Lost Story.

EXPERIENCE

Olas Wellness

Freelance Art Direction

2026 – Present

- Concept, copy and art direction for We All Have a Reflection, a campaign built on water and reflection.

Lost Story

Founder and Creative Director

2024 – Present

Baron & Baron

Art Director Intern

2025 – 2026

- Image research for Zara Man SS26: the designer behind the scenes, then bodies in movement.
- Zara x Zoë, Rebel Elegance: a campaign concept built on one line, tell your own story.

Atelier Fina

Freelance Assistant Art Direction

2024 – Present

Maia James Muller

Freelance Assistant Art Direction / Photo Research

2022 – Present

Consulate Films

Intern

2025

Craig McDean

4th Assistant

2025

A Young Solution

Freelance Assistant Art Direction

2024

Jack Studios

Freelance Production Assistant

2024

Moxie Productions

Freelance Production Assistant

2023

Jean-Georges / Indochine

Host

2022 – 2026

EDUCATION

The New School / Parsons

Journalism & Design, Minor in Communication Design

2024 – 2026

St. John's University

Communication Design

2022 – 2024

SKILLS

Creative: Concept design, visual storytelling, graphic design, photo research

Production: On-set assisting, stills editing, production assisting

Software: InDesign, Keynote, Microsoft Office, Google Docs

Working style: Creative problem solver, adaptable and quick to learn, strong in collaborative teams