Lily Perez

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About

Creative and community-focused Visual Communication Design major with a Business Administration minor, experienced in peer education, event planning, and cultural outreach. Skilled in visual storytelling, proposal development, and collaborative project execution. Passionate about using art and design to foster inclusion, support local causes, and bring people together through meaningful experiences.

Education

2019
South Texas College
Associate of Arts
Interdisciplinary Studies

2021
Trinity University
Bachelor of Science
Biology

2026
University of Texas–RGV
Bachelor of Fine Arts
Visual Communications Design

Work Experience

2025 – Present

KWS Financial Group
Office Assistant & Marketing Team; Edinburg, TX

- Coordinated client documentation processes, including scheduling signings and processing agreements
- Developed digital, web, and social media for recruitment, workshops, and company work culture

2021 – 2024

GEAR UP Vanguard Academy School District
Secondary Mathematics Interventionist; Pharr, TX

- Designed lesson plans and resources to improve student performance
- Fostered a positive and inclusive learning environment that encouraged participation and built student confidence

Skills

Computer: Website building, basic coding
Graphic Design: MS Office 360, Adobe Creative Suite, Photography, UX/UI Design
Language: Basic Spanish

Awards & Orgs

- 2025 UDA Student Design Competition – Silver in Poster Design
- UTRGV AIGA Student Chapter – Treasurer
- UTRGV Graphic Arts Association – Founder & Treasurer

Directed Projects

2025

Sustainable Packaging Redesign – Hanyang University, Seoul, South Korea

- Developed visual language materials addressing global sustainability issues, cultural sensitivity, and community engagement
- Gained cross-cultural experience and a global perspective on design's role in environmental and social impact

2025

Community Pop-Up Market for Animal Shelter Awareness – University of Texas at Rio Grande Valley

- Collaborated with peers to design a community-centered pop-up market combining art & advocacy for a local animal shelter
- Integrated visual design elements to promote inclusivity, creativity, and public engagement