

# ESTEFANIA SUÁREZ VILLÁ

## PERSONAL PROFILE

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I am curious and people-focused fashion psychologist with a background in luxury retail, cultural research, and trend analysis. I am graduating this July with a BSc in Psychology of Fashion from the University of the Arts London, I've developed a strong interest in how people think, feel and behave as consumers and how these insights can help brands stay relevant and future-ready. Through my work and academic experience I've gained valuable skills in research, communication, trend awareness, and translating ideas into action. I am now excited to begin my career in foresight, consumer behaviour, and market research, where I can combine creativity with critical thinking to help shape strategies that truly connect with people.

## SKILLS

### RESEARCH & ANALYTICAL

Research and data synthesis for academic and practical outputs (Quantitative and Qualitative), data analysis and visualisation (SPSS, Excel), trend identification, consumer insights, cross-cultural communication, stakeholder engagement.

### SYSTEMS

Illustrator and InDesign for design.  
Good knowledge of Windows and Mac OS, confident with Microsoft Office, AI basics, and Google Suite.

### PROJECT MANAGEMENT

Communication skills, handling workload between priorities, providing efficiency, forward thinker, detail-oriented, intuitive, team player, excellent organisation, pragmatism, good problem-solving, critical thinking, and problem solving.

### LANGUAGES

Native Spanish and Professional Working Proficiency.

## EDUCATION

### UNIVERSITY OF THE ARTS LONDON London College of Fashion

*London, United Kingdom.*  
BSc (Hons) Psychology of fashion.  
September 2022 - Currently.

### ACADEMY OF ARTS UNIVERSITY *San Francisco, CA, U.S.A.*

A.A. Fashion Marketing.  
February - June 2014.

## EXPERIENCE

### JOSEPH

**Client advisor, Selfridges | June 2023**  
*London, United Kingdom.*

Delivered brand-aligned styling and sales support while tracking consumer response to seasonal product. Provided product feedback based on customer interactions and sales

### ARTSCOPE INTL

**Freelance for London Fashion Week | Feb 21 2025**  
*London, United Kingdom.*

Managed production support for an exclusive fashion show featuring a designer's A/W 2025 collection for a luxury hospitality client. Served as a liaison between creative team and client while help coordinating event logistics, technical elements, and timeline management.

### JOSEPH

**Public Relations Intern | Sept- Oct 2024**  
*London, United Kingdom.*

Supported day-to-day brand awareness tasks and promotional activities. Gained insight into brand communication and luxury audience engagement.

### BIMBA & LOLA

**Flagship Client Advisor | Jan. - June 2023**  
*London, United Kingdom.*

Drive store sales results by providing brand values, engage with clients and build long term relationships, maintain stock and visual merchandise according to brand guidelines.

### LOUIS VUITTON

**Stock Controller | Sept. 2022 - Jan. 2023**  
*London, United Kingdom.*

Make sure the merchandise is properly received and stored in good condition. And organise transfers between stores and the warehouse: preparing the goods, checking the conditions and the code before sending.

ALLIANCE FRANÇAISE

Bogotá, Colombia.

A1 studies in French language.  
December 2013 - January 2014.

NAVARRE UNIVERSITY

Pamplona, Navarre, Spain.

Advertising and public relations.  
September 2011 - November 2013.

SERGIO ARBOLEDA UNIVERSITY

Bogotá, Colombia.

International advertising.  
February 2009 - June 2011.

ACHIEVEMENTS

GENERAL ASSEMBLY

London, UK | May 2025

Beginner’s Guide to Tableau

GENERAL ASSEMBLY

London, UK | May 2025

Generative AI Basics.

INSIDE LVMH CERTIFICATE, CREATION & BRANDING, RETAIL & CUSTOMER EXPERIENCE

London, UK | July 2024

- LVMH ecosystem.
- The Fundamentals of the luxury industry and its key challenges.
- ID: 6422bae6a4

CO-PRESIDENT FOR DECOLONISING FASHION SOCIETY

London, UK | Sep 2023 - May 2025

- Set overall agenda and help the committee to prioritise its goals, keeping on track by working on a framework.
- Change brand image.
- Created content for Instagram.
- Developing and facilitating guest

GENERAL ASSEMBLY

London, UK | Jun 2018

Digital Marketing Workshop.

GENERAL ASSEMBLY

London, UK | May 2018

Intro to Product Management Workshop.

GUCCI

Stock Controller | Jan. - Sept. 2022

London, United Kingdom.

Make sure the merchandise is properly received and stored in good condition. Records the stock of the product received in the warehouse on the goods movement system. Organise transfers between stores and the warehouse: preparing the goods, checking the conditions and the code before sending. Handles omnichannel services. Weekly inventories and annual stock takes. Committed in reducing stock losses.

JIGSAW

Flagship Operation Manager | March 2019 - Jan. 2022

London, United Kingdom.

Managed inventory flow, assisted with merchandising decisions, and monitored sell-through. Ensured accuracy in stock systems and maintained efficiency in omnichannel fulfilment.

Stylist | June 2018 - Feb. 2019

London, United Kingdom.

Monitored consumer engagement, trend responses, and seasonal product demand. Acted as a brand representative, translating product strategy into customer experience.

ALL SAINTS

Senior Womenswear Stylist | Nov. 2016 - May 2018

London, United Kingdom.

Sell & Style to each customer according to their unique needs, making sure each of them is satisfied and generating an amazing brand experience for each of them. And collaborate with the Visual Merchandising team to improve sales.

WHITEHAIR.CO

PR Intern | Nov. 2015 - April 2016

London, United Kingdom.

Collaborate in answer emails, help with sending press releases and regularly update blog.