



Mikela Alvarado

Fashion Psychology

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Languages

Spanish (Native)

English (Fluent)

French (Basic)

About

I'm particularly moved by how psychology intersects with fashion as an art and industry. I strive to explore market trends from a psychological viewpoint to better understand and predict its needs and demands, produce relevant insights with the use of psychological theory and strategies, and promote well-being and sustainable practices towards people and planet within the fashion industry. Proficient in qualitative and quantitative research, I have experience working with diverse populations, including vulnerable social groups.

BRANDS WORKED WITH

Ellos son de Marte

Veneactiva

Experience

● Fashion Stylist / Styling Assistant

| Apr 2018 - Feb 2024

Set up photoshoots, carry out shopping and returns, keep track of trends and brand customer's needs. Clients include Peruvian songwriter Bea Mar, crochet brand Tejidos Dealer & swimsuit brand Palheta.



● Human Resources Analyst

Veneactiva | May 2021 - Aug 2023

Managed recruitment and selection processes for vacancies of the Valiosos program's clients. Aimed to insert Venezuelan immigrants and Peruvian domestic migrants into the formal workforce. Promoted the program through job fairs, migration events, and other inter-institutional functions. Worked as part of the team that set up the HR area within the NGO, including the workflow and instruments used. Psychoemotional Area Assistant Provided individual sessions of psychosocial therapeutic accompaniment to the NGO's beneficiaries, free of cost. Participated in weekly supervision and clinical case discussions. Composed clinical history reports and referrals to psychiatry and other medical specialties. Conducted research and presented monthly webinars on relevant topics for Peru's migrant community.

● Boutique Retail Assistant

Ellos son de Marte | Jan 2015 - Dec 2019

Delivered high level, attentive customer service and guidance on our range of designer goods and gadgets. Created content for the brand's social media accounts, focusing on the target audience. Applied psychological knowledge to provide customers with personalised gift-shopping recommendations.

Education & Training

2023 - 2024

● London College Of Fashion, University Of The Arts

Master of Science, Applied Psychology in Fashion

2018 - 2022

● Pontificia Universidad Católica

Bachelor's Degree, Psychology