

Camila Gómez Torres

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Profile

Recent Design Management graduate (BA Hons, University of the Arts London, 2026) with a strong foundation in market and consumer research, brand strategy, and human centered innovation. Passionate about storytelling and crafting meaningful solutions through design, I'm skilled at translating cultural and consumer insights into actionable, audience focused strategies, with hands on experience developing brand identities from concept to execution. I combine creative and business thinking to enhance client and user experiences, creating real and lasting value.



Education

BA (Hons) Design Management, University of the Arts London - London, UK
Sep 2023–July 2026

- **Course Representative, Arts Union** – Work collaboratively with the Arts Union to represent students on the Design Management programme, acting as the main link between peers and academic staff. Contribute to initiatives that promote inclusivity, student wellbeing, and engagement within the creative community.
- **Nominated for UAL publication (2025)** for a critical essay analysing Angela Davis's 1970 image and its changing meaning through cultural context, examining the role of design in shaping perception and identity.

American School of Barcelona - Barcelona, Spain
Sep 2019–May 2023

• IB Diploma • Honors Class 2022 • American High School Diploma • ESO Diploma.

American School of Paris - Paris, France
Sep 2011–Jun 2019.



Work Experience

Part-Time Sales Assistant at Hilary Proctor Exclusive
London, UK | March 2025 - Present

- Deliver clienteling-led service through personalised styling, offering clear advice on fit, fabric, and aftercare while building strong client relationships.
- Manage POS operations and consignment items, supporting sales, authentication, and condition grading, while maintaining high visual merchandising and floor standards in line with brand guidelines.

Naming & Identity for GALI
Barcelona, Spain | January 2025

- Developed the brand identity and designed the logo for a food startup called GALI, crafting a cohesive visual identity.

Marketing Intern at Griffith Foods
Barcelona, Spain | June 2022

- Conducted market research and consumer behavior analysis within the savory snacks category to inform NBD strategy.
- Summarised market trends and supported internal communications for the NBD manager.



Languages

Spanish Native	French Conversational
English Fluent	Catalan Conversational



Skills

Adobe InDesign - Photoshop
Market & Consumer research
Brand Strategy & Identity Development
Creative & Critical Thinking
Flexibility & Adaptability
Empathy & leadership
Intercultural competence



Interests

Design and innovation trends · Visual storytelling · Human-centered experience design · Sustainable design practices