

JUAN PABLO DE LA GARZA EVIA CASTILLO

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Experience

Lyna Football, Freelance Footwear Designer, Rotterdam, NLD (Remote)

Dec 2025 - Present

- Leading design and development for sustainable women football footwear start-up brand. Tooling and upper design.
- Collaborating with suppliers to reduce environmental impacts and source bio based and Global Recycling Standard (GRS) materials.
- Applying lifecycle analysis and circular economy theories to design and development process.

Grupo Charly, Football Footwear Designer / Product Creation Specialist, Leon, GTO, MX

Mar 2023 - May 2025

- Initiated 'Off-Pitch' fashion forward football footwear category - successfully designed and adopted for the Paris Olympics 2024.
- Lead design and product lifecycle management (PLM) for football footwear category from concept to production stages.
- Collaborated with suppliers, vendors, and factories in Asia and traveled seasonally to review and develop collections.
- Partnered with sponsored pro male and female Liga MX football players to fit test and develop specialized footwear.

BBC International LLC, Lands' End, Assistant Women's Footwear Designer, Boca Raton, FL, USA

Sep 2021 - Jul 2022

- Assisted in design and development of Lands' End women's DTC and Wholesale footwear line.
- Communicated with over seas, client and counterparts from concept to confirmation/production stage.
- Responsible for designing own styles, conducting trend research, developing tech packs, pullover comments, and fit testing (M9).

Estée Lauder Companies, Tom Ford Beauty 2D/3D Design Intern, New York, NY, USA (Remote)

Jul 2020 - Aug 2020

- Developed a variety of visual merchandising, packaging and 2D projects for luxury brand Tom Ford.
- Supported team with research, ideation, concept development, image prepping, and media assets.

Jorge Diego Etienne Design Consultancy, Industrial Design Intern, Monterrey, NL, MX

June 2019 - August 2019

- Worked closely with senior designers to design backpacks, interior spaces, and furniture lines.
- Assisted with research, model making, sketching, ideation, and presenting to clients on ongoing projects.

Achievements

Global Footwear Awards

2021, Collaboration Category Winner

2021, Sports Performance Honorable Mention

2020, Men's Dress Silver Winner

2020, Fashion Sneakers Honorable Mention

SCAD Fashion Show 2021 - (GFA Winner, 2021) Collaborated with fashion apparel designer to design and develop runway footwear.

NAIA Men's Soccer Academic All-Conference Team 2019-2020

Awarded to players with highest overall GPA in The Sun Conference.

Education

Savannah College of Art and Design, Savannah, GA, USA

Sep 2025 - Present

MA Design for Sustainability

Aug 2017 - May 2021

BFA Industrial Design, Minor Fashion Accessory Design

Summa Cum Laude - Affiliations: SCAD Men's Soccer

Footwearology LAB, 3D Printing Footwear, Barcelona, CAT, ESP

Oct 2024

Learned and prototype 3D printed football footwear.

Pensole x Adidas Advanced Concepts, Portland, OR, USA

Jul 2019

Adidas sponsored footwear design program.

Skills

Software

Rhino 3D, Solidworks 3D, Gravity Sketch, Grasshopper 3D, Keyshot Studio, AskNature, iNaturalist, Vectoraster, Vizcom, Tripo 3D, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Adobe Lightroom, PLM Software, SustainableMinds, LCA, Mac OS, Windows.

Hardware

Concept creation, sketching, digital rendering, sustainable materials and processes, biomimicry methodology, moodboarding, tech pack and specifications, FOB cost analysis, fit testing, fit tester, collection and line building, Product Lifecycle Management (PLM), Life Cycle Analysis (LCA), Color Material Finishing (CMF), circular economy, rapid prototyping, woodworking, plastic thermoforming, cobbling, 3D Printing, footwear patterning, machine sewing (Adler), footwear upper and tooling design, flatbed printing,