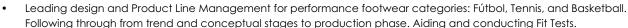
# Juan PABLO DE LA GARZA EVIA CASTILLO

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### **EXPERIENCE**

Grupo Charly, Performance Footwear Designer / Product Creation Specialist, Leon, Gto, Mx

March 2023 - Present



- Collaborate closely with sponsored Liga Mx soccer players to fit test and develop specialized footwear.
- Initiated 'Off-Pitch' footwear line focused on merging fashion and performance fútbol footwear.



Gate Two, Freelance Footwear Designer, Monterrey, MX

July 2022 - Present

Sep 2021 - July 2022

- Working with start up brand to design/develop sustainable lifestyle footwear that donates to environmental causes.
- Leading design direction and identity of the upcoming brand, assisting with research and concept development.



BBC International LLC, Lands' End, Assistant Footwear Designer /Developer/Fit Tester, Boca Raton, FL

Assist in design and development of Lands' End DTC and Wholesale footwear line.

- Communicate with Over seas, client and counterparts from concept to confirmation/production stage.
- Responsible in leading own styles, trend research, CFM, tech packs, pullover comments, and PLM.



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

July 2020 - August 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.

Assisted with research, model making, sketching, ideation, and presenting to clients on ongoing projects.



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

June 2019 - August 2019 Worked closely with senior designers to design backpacks, interior spaces, and a furniture lines.

# **EDUCATION**

Savannah College of Art and Design, Savannah, GA





BFA Industrial Design / Minor Footwear Design

Summa Cum Laude - Affiliations: SCAD Men's Soccer Team



Pensole x Adidas Advanced Concepts Class, Portland OR July 2019



- Adidas sponsored footwear design program.
- Conceptualized a sustainable footwear cleat. Designed and prototyped at Adidas Village MakerLab and Pensole Academy.



La Manual Alpargatera, Barcelona, Spain

Nov 2022 - Dec 2022

Espadrille course focused on sustainablilty, materials, and craft.

### **ACHIEVEMENTS**



Global Footwear Awards 2020 - Silver Winner + H. Mention Global Footwear Awards 2021- <u>Category Winner</u> + <u>H. Mention</u> SCAD Fashion Show 2021 - Footwear Collaborator IDSA SCAD Student Merit Awards - School Level Finalist 2021 NAIA Men's Soccer Academic All-Conference Team 2019-20

## SKILLS

Hand and Digital Sketching/Rendering 3D Design

Trend Research

Concept Development and Storytelling

Software	Fabrication
PLM System	<b>Technical Drawing</b>
Microsoft Office	Woodworking
Solidworks	Leatherworking
Rhino 3D	Shoemaking
Gravity Sketch	Rapid Prototyping
Keyshot	Knit Development
Adobe Suite	Machine Sewing
Illustrator	Modelmaking
Photoshop	Patterning

## LANGUAGES/CITIZENSHIP

English - Fluent Spanish - Fluent Mexican Citizen EU Citizen