

Juan PABLO DE LA GARZA EVIA CASTILLO

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US 9 / EU 42 / MX 27

EXPERIENCE

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

March 2023 - Present

- Leading design and Product Line Management for performance footwear categories: Fútbol, Tennis, and Basketball. Following through from trend and conceptual stages to production phase. Aiding and conducting Fit Tests.
- 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

- 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

Sep 2021 - July 2022

- Assist in design and development of Lands' End DTC and Wholesale footwear line.
- Communicate with Overseas, 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.

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

EDUCATION

SKILLS

SCAD

Savannah College of Art and Design, Savannah, GA

Spring 2021

BFA Industrial Design / Minor Footwear Design

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

Design

Hand and Digital Sketching/Rendering

3D Design

Trend Research

Concept Development and Storytelling



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.

Software

PLM System

Microsoft Office

Solidworks

Rhino 3D

Gravity Sketch

Keyshot

Adobe Suite

Illustrator

Photoshop

Fabrication

Technical Drawing

Woodworking

Leatherworking

Shoemaking

Rapid Prototyping

Knit Development

Machine Sewing

Modelmaking

Patterning



La Manual Alpargatera, Barcelona, Spain

Nov 2022 - Dec 2022

- Espadrille course focused on sustainability, materials, and craft.

ACHIEVEMENTS

LANGUAGES/CITIZENSHIP



Global Footwear Awards 2020 - Silver Winner + H. Mention

Global Footwear Awards 2021- Category Winner + H. Mention

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

English - Fluent

Spanish - Fluent

Mexican Citizen

EU Citizen