



## Gabby Escobar

Designer & Ultrarunner

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### Education

2025–2026

**Lasell University** / Remote

Footwear Design and Development Certificate

2023–2025

**ArtCenter College of Design** / Pasadena, CA

Master of Fine Arts in Graphic Design

Jan 2025–April 2025

**New Balance Sponsored Studio** / Pasadena, CA

14-week course with the Moonshot innovations team to develop a footwear concept for the future of sport

2021–2023

**University of California, San Diego** / San Diego, CA

Bachelor of Arts in Speculative Design

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### Experience

2024–Present

**Product Guide** / Arc'teryx Equipment / Pasadena, CA

Provided in-store expertise on material technologies and performance footwear, informing consumer preferences and emerging trends. Executed visual merchandising and supported logistics for seasonal and limited-release product launches.

2025–Present

**Contract Designer** / Hi Its Us / Los Angeles, CA

Currently serving as a Contract Brand Designer with Adobe as a main client, executing branded digital and print materials aligned with brand standards. Also leading identity development for startups and emerging businesses under the guidance of the executive creative director and agency owner.

2025–1 Month

**Contract Designer** / Dimes Studio / Los Angeles, CA

Ongoing on-call designer for clients in the sports industry. Early stage logo redesign directions for women's performance footwear brand.

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### Skills

Strong Working Knowledge in:

Illustrator, InDesign, Photoshop, Lightroom, Rhino, Solidworks, Figma, Generative Design, AI, Midjourney, ChatGPT, Acrobat, Keynote, Miro, and Basecamp

Familiar With:

Keyshot, Cinema 4D, ZBrush, Modo, p5.js, VIsCom AI

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### Recognition

2025

**Adobe Create Now** / Los Angeles, CA

Local Creator Spotlight, Speaker

Selected as an emerging designer to present work and process to a group of 300+ attendees during LA Design Fest on June 26, 2025.

2025

**Dieliene Best of Packaging**

Concept Editor's Choice

1st Place Concept Sustainable

Gu Energy Labs, Fall 2024 (Packaging and Brand Refresh)

2024–2025

**ArtCenter Student Galleries**

Performance by Design, Spring 2025 (Newspaper)

Gu Energy Labs, Fall 2024 (Packaging and Brand Refresh)

Lace-Up Desk Set, Fall 2024 (Product design)

Terra 72 Watch, Summer 2024 (Packaging)

*Hollow Body*, Summer 2024 (Book)

Base Cafe, Summer 2024, (Poster)

2023–2025

**ArtCenter Graduate Scholarship**

2021

**Pencil Scholarship**

Pasadena City College

Award for an outstanding portfolio selected out of all students in Visual Arts and Media Studies.

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### Installations

2024–Present

**Kendall Frost Marsh Reserve** / San Diego, CA

Creative directed and constructed a frieze of seven canoes made from remnants of the original mural, repurposing materials from the demolished reserve building. Created in collaboration with the local community to honor and preserve the memory of a cultural landmark.

2023–Present

**University of California, San Diego** / San Diego, CA

Creative director and lead designer of World's Strongest, a 117 sq ft mural celebrating queer and para-athletes at the RIMAC sports complex. Oversaw all phases from concept to installation, including design, volunteer coordination, and community engagement.