

# Gozde Goncu-Berk

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## EDUCATION

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<b>Ph.D. in Design</b> <i>University of Minnesota</i>	2013	Twin Cities-MN
<b>Ph.D. candidate in Industrial Design</b> <i>Istanbul Technical University</i> <i>Transferred to University of Minnesota</i>		Istanbul-Turkey 2006-2008
<b>M.A. in Clothing Design</b> <i>MimarSinan University of Fine Arts</i>		Istanbul-Turkey 2003-2005
<b>Visiting Scholar (Fashion Design)</b> <i>Fashion Institute of Technology</i>		New York 2004
<b>B.S. in Industrial Design with Honors</b> <i>Istanbul Technical University</i>		Istanbul-Turkey 1998-2002

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## PROFESSIONAL EXPERIENCE

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<b>Assistant Professor</b> <i>Istanbul Technical University, College of Textile Technologies and Design, Textile Engineering Department, Fashion Design Program</i>		Istanbul 2014-*
<b>Lecturer</b> <i>University of Minnesota, College of Design, Apparel Design Program</i>		Twin Cities-MN 2012-2013
<b>Graduate Assistant</b> <i>University of Minnesota, College of Design</i> <i>Istanbul Technical University, College of Textile Technologies and Design</i>		2008-2012 2004-2008
<b>Jewelry Designer</b> <i>Roberto Bravo Jewelry</i> Conceptualized and managed the design process for new jewelry models; Computer aided rendering of new products; 3D wax prototyping		Istanbul-Turkey 2003-2004
<b>Product Designer</b> <i>D-sign Advertising</i>		Istanbul-Turkey 2002-2003

Conducted user and market research, Conceptualized and managed the design process for outdoor advertisement panels, exhibition stands, POP stands; Computer aided renderings for new products; Followed up the manufacturing process

### **Product Designer**

Istanbul-Turkey

*3D Lighting*

2001-2002

Redesigned existing outdoor lighting alternatives of the company; Developed new outdoor lighting products; Computer aided renderings for new products, Presented new design ideas to clients

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## **RESEARCH EXPERIENCE**

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### **Therapeutic Smart Glove Design to Alleviate Rheumatoid Arthritis Symptoms (TUBITAK 1005, \$80.000)**

Istanbul  
2015-\*

*Istanbul Technical University, College of Textile Technologies and Design*

Principal Investigator of design and development of a smart glove based on electronic textiles (e-textiles) that helps to alleviate stiffness, pain and inflammation of joints in fingers and hands of patients with Rheumatoid Arthritis.

### **Kinesio-Tape Inspired Running Leggings to Improve Muscle Performance (BAP, \$15.000)**

Istanbul  
2015-\*

*Istanbul Technical University, College of Textile Technologies and Design*

Principal Investigator of design and development of kinesio-tape inspired running leggings to improve muscle performance using body scanning and welding technologies.

### **Welding of E-Textiles for Interactive Clothing (EU Horizon 2020, €1.000.000)**

Istanbul Istanbul  
2014-\*

*Technical University, College of Textile Technologies and Design*

for investigation of welding technologies in electronic textiles in the design and development of smart protective apparel.

### **Designing Adaptive Apparel for Disabled (ISTKA Grant, \$400.000)**

Istanbul

*Istanbul Technical University, College of Textile Technologies and Design*

2014-\*

Conducted field research and developed functional apparel for children with cerebral palsy. Managed buying process of 3D body scanner and related software for the project.

### **Culture-Centered Design Toolkit (Doctoral Research)**

Twin Cities-MN

*University of Minnesota, College of Design*

2012

Developed a framework for the process of designing in cross-cultural contexts using grounded theory methodology. Interviewed geographically dispersed Western designers about their experiences in designing for the emerging Chinese, Indian and African markets.

### **Funded Research on Sustainable Apparel Design**

Twin Cities-MN

*University of Minnesota, College of Design*

2009-2012

Developed and conducted questionnaires and interviews with local apparel designers, retailers and users to understand best practices in sustainable apparel design and apparel consumption. Conducted intervention presentations on sustainable apparel use and design.

### **Writing Enriched Curriculum in Design**

Twin-Cities MN

*University of Minnesota, College of Design*

2008-2009

Analyzed the use of writing in Apparel Design and Graphic Design curriculums by interviewing Apparel Design and Graphic Design faculty in College of Design

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## TEACHING AND ACADEMIC SERVICE EXPERIENCE

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### Assistant Professor- Istanbul Technical University

#### **Aesthetics (Executive Masters Degree in Fashion and Marketing)**

Istanbul

*Istanbul Technical University, College of Textile Technologies and Design*

2015

Presented principles and theories of aesthetics with an emphasis on trend forecasting to a group of industry professionals.

#### **Design in Textile Engineering**

Istanbul

*Istanbul Technical University, College of Textile Technologies and Design*

2015

Presented new product development processes in engineering and introduced methods and tools for each stage of new product development process with hands on engineering design project.

#### **Computer Aided Flat Pattern Making**

Istanbul

*Istanbul Technical University, College of Textile Technologies and Design*

2015

Presented CAD pattern making using Gerber software.

#### **Draping I**

Istanbul

*Istanbul Technical University, College of Textile Technologies and Design*

2014

Introduced basic principles of draping to develop and understanding of the relationship of the 2-dimensional pattern shape to the 3-dimensional body.

#### **Draping II**

Istanbul

*Istanbul Technical University, College of Textile Technologies and Design*

2015

Introduced advanced draping techniques for constructed silhouettes such as jackets and coats.

### Lecturer-University of Minnesota

#### **Annual Fashion Show**

Twin Cities-MN

*University of Minnesota, College of Design*

2013

Planned and managed College of Design Fashion Show, which hosted more than 1000 guests and donors. Managed budget and ticket sales. Recruited all vendors for photography, lighting, sound systems, models, hair and make-up, food, seating and stage, printing and web services. Managed visual identity design including poster, look book and website. Managed publicity and media relations. Managed senior, junior and sophomore apparel design students showcasing their designs.

**<http://fashionshow.design.umn.edu>**

#### **Portfolio Development**

Twin Cities-MN

*University of Minnesota, College of Design*

2013

Introduced development of professional apparel design portfolio. Developed a network of professional designers to critique student portfolios on a regular basis.

#### **Apparel Design Research**

Twin Cities-MN

*University of Minnesota, College of Design*

2013

Guided target market research, inspirational research, materials research and ideation to support development of senior apparel design line for the annual fashion show.

### **Apparel Design Studio I**

*University of Minnesota, College of Design*

Twin Cities-MN  
2013

Introduced theories and methods to solve problems in designing apparel for a variety of user groups. Introduced principles of drafting, flat pattern making and draping to develop and understanding of the relationship of the 2-dimensional pattern shape to the 3-dimensional body.

### **Apparel Design Studio II**

*University of Minnesota, College of Design*

Twin Cities-MN  
2012

Presented advanced draping and flat pattern techniques. CAD pattern making and 3D fit simulation skills are developed using the OptiTex software suite, and design process skills are deepened using research and conceptual development techniques.

### **Fashion: Trends and Communication**

*University of Minnesota, College of Design*

Twin Cities-MN  
2012

Presented techniques and processes for identifying socio-cultural indicators and past trends, and predicting future trends in fashion and related industries. Trend forecasting skills are developed through regular guest- speaker presentations.

## **Graduate Instructor-University of Minnesota**

### **Toy Product Design**

*University of Minnesota, College of Design*

Twin Cities-MN  
2012

Managed and guided students from diverse disciplines at undergraduate and graduate levels at every stage of new product development process from ideation to the final product in an industry collaboration toy design project with Manhattan Toy Corporation.

### **Product Development Soft lines**

*University of Minnesota, College of Design*

Twin Cities-MN  
2008-2010

Managed and guided senior Apparel Design and Retailing students in new product development process from ideation to the final product in an industry collaboration project with Target Corporation.

### **Creative Problem Solving**

*University of Minnesota, College of Design*

Twin Cities-MN  
2009

Managed and guided students from different design fields about hands-on creative problem solving processes, ideation techniques such as brainstorming, attribute listing, mind mapping.

## **Teaching Assistant-Istanbul Technical University**

### **Clothing Design**

*Teaching Assistant*

Istanbul-Turkey  
2004-2008

*Istanbul Technical University, College of Textile Technologies and Design  
Dual Diploma Program with Fashion Institute of Technology*

Assisted teaching of courses ranging from Illustration, Clothing Construction (Draping and Flat Pattern Making) to Computer Aided Design.

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## AWARDS

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<b>Graduate Student Design and Scholarship Excellence Award</b> <i>University of Minnesota, College of Design</i>	2012
<b>Graduate Student Design and Scholarship Excellence Award</b> <i>University of Minnesota, College of Design</i>	2011
<b>Third Place in Graduation</b> <i>Istanbul Technical University, Industrial Design Department</i>	2002

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## GRANTS AND FELLOWSHIPS

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<b>Research Grant</b> <i>University of Minnesota, Design, Housing and Apparel Department</i>	2011
<b>Marilyn Revell DeLong Fellowship</b> <i>for high academic achievement</i> <i>University of Minnesota College of Design</i>	2010
<b>Three Travel grants</b> <i>for presentation at various conferences</i> <i>University of Minnesota, Graduate and Professional Student Assembly</i>	2009/10/11
<b>Three Travel grants</b> <i>for presentation at various conferences</i> <i>University of Minnesota, Ludden Funds</i>	2009/10/11
<b>Ph.D. Fellowship</b> <i>Higher Education Council of Turkey</i>	2008
<b>Fulbright Doctoral Research Fellowship</b>	2008
<b>Visiting Scholar Grant</b> <i>Istanbul Technical University</i>	2004

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## RESEARCH PUBLICATIONS AND PRESENTATIONS

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### **Manuscripts in Book and Encyclopedia**

Goncu-Berk, G., (2012). Exploring the Colors of Turkish Culture, in *Color and Design* (Eds) DeLong, M. & Martinson, B., Berg Publishers.

Goncu-Berk, G., (2012). Contemporary Turkish Dress and Fashion, in *Berg Encyclopaedia of World Dress and Fashion*, Berg Publishers.

DeLong, M., Goncu-Berk, G., (2012). What Color is Sustainability?, in *Color and Design* (Eds) DeLong, M. & Martinson, B., Berg Publishers.

## Refereed Journal Articles

DeLong, M., Min, S., Goncu-Berk, G., Casto, M.A., (2016). Sustainability in the Apparel Design Process, *Fashion Practice*. (accepted for publication)

DeLong, M., Goncu-Berk, G., Bye, E., Wu, J., (2013). *Apparel Sustainability from a Local Perspective*, *Research Journal of Textile and Apparel*, 17(1), 59-69.

Goncu-Berk, G., (2009). A case study of the strategic role of design processes in brand name development in Turkey. *Fashion Practice*, 1(2), 187-214.

Goncu, G., & Bayazit, N., (2007). Application of AHP in the selection of fashion trends for Specific target groups. *Design Principles and Practices: An International Journal*, 1(3), 53-63.

## Refereed Proceedings as Oral Presentations

Goncu-Berk, G., (2015). Design Research across Cultures: Lessons Learned from Field Experiences, April 22-24, *11th International European Academy of Design Conference*, Boulogne: Paris.

DeLong, M., Min, S., Casto, M.A., Goncu-Berk, G., (2013). Sustainability in the Apparel Design Process, *Fashion and Social Responsibility Symposium*, April 19-20, University of Minnesota, St. Paul: Minnesota.

Goncu-Berk, G., DeLong, M., (2012). Dress and Context: A Historical View of Turkish Youth, *38<sup>th</sup> Annual Costume Society of America National Symposium*, May 31-June 2, Atlanta: GA.

DeLong, M., Goncu-Berk, G., Bye, E., Wu, J., (2012). Apparel Design for Sustainability from a Local Perspective, The 2012 Beijing Institute of Fashion Technology (BIFT) and the International Textile and Apparel Association (ITAA) Joint Symposium, March 25 -30, Beijing: China.

Goncu-Berk, G., DeLong, M., (2011). Unveiling the Processes of Cross-Cultural Design: Making the Implicit Explicit, *International Association of Societies of Design Research*, 31 October-November 4, Delft: Netherlands.

DeLong, M., Goncu-Berk, G., Bye, E., Wu, J., (2011). Raising Awareness of Sustainable Practices through Educational Intervention, *Technology, Education and Development Conference*, 7-9 March, Valencia: Spain.

Goncu-Berk, G., DeLong, M., LaBat, K., (2010). Towards a Theoretical Framework for Culture-Centered Design, November 30- December 1, *DesignEdAsia 2010*, Hong Kong.

DeLong, M., Goncu-Berk, G., Bye, E., Wu, J., (2010). Awareness of Sustainable Best Practices, Beginning at Home, *DesignEdAsia 2010*, November 30- December 1, Hong Kong.

DeLong, M., Goncu-Berk, G., & Chaney, M.C., (2010). What would Ginger wear?, *36<sup>th</sup> Annual Costume Society of America National Symposium*, May 25-30, Kansas City: MO

Goncu-Berk, G., & DeLong, M., (2009). Making a difference through product design: A case study of design process in a prominent footwear brand in Turkey, *International Textile and Apparel Association 2009 Annual Conference*, 28-31 October, Washington: Bellevue.

Goncu-Berk, G., & Er, O., (2008). The brand name matters: The strategic use of design in the development of a globally known brand, Mavi -blue- Jeans. *International Conference on Value Chain Sustainability*, 12-14 November, Turkey: Izmir.

Goncu, G., (2007). Reconstructing global fashion system: Understanding the evaluation of fashion capitals, *ITMC 2007 International Conference*, 15 - 17 November, Morocco: Casablanca.

Goncu, G., (2006). Application of Draping Method throughout the History and an Example of Today, *3rd International Textile, Clothing & Design Conference*, 8-11 October, Dubrovnik: Croatia.

Goncu, G., (2005). Fashionable Technology, *International Symposium Pertex*, 10-12 November, Iasi: Romania.

Goncu G., (2005). An Overview of Draping Method: A Creative Way for Garment Design, *5<sup>th</sup> International Textile Conference*, 19-21 April, Istanbul: Turkey.

### **Refereed Poster Presentations**

Chad, S., Koo, H., Goncu-Berk, G., Sohn, M., LaBat, K. (2012). Exploration of prominent personality types of undergraduate apparel studies students using Myers-Briggs Personality Type Indicator, *International Textile and Apparel Association 2012 Annual Conference*, 12-14 November, Hawaii.

DeLong, M., Goncu-Berk, G., Bye, E., Wu, J., (2011). Designing for Sustainable Best Practices, *International Textile and Apparel Association 2011 Annual Conference*, 4-6 November, Philadelphia.

LaBat, K., Chad, S., Koo, H., Goncu-Berk, G., Sohn, M., Buckner, K. (2011). Myer Briggs Type Indicator of Team Success in Product Development, *International Textile and Apparel Association 2011 Annual Conference*, 4-6 November, Philadelphia.

Goncu, G., (2006). 3D CAD Systems in Fashion Industry, *3rd International Textile, Clothing & Design Conference*, 8-11 October, Dubrovnik: Croatia.

### **Presentations not published as Proceedings**

DeLong, M., Goncu-Berk, G., Bye, E., Wu, J., (2010). Sustainable by Design: Making, Selling, Buying, Using, Re-Purposing, Making, Selling, Buying, Using: Emerging Issues in Product Design, September 17, University of Minnesota, Twin Cities: Minnesota

Hokanson, B. Fraher, R., Goncu-Berk, G., Helle, K., & Sakaimbo, N. (2009). Reflections on Pedagogy in Creativity Training. *American Creativity Association*, March, Pennsylvania: Philadelphia

Goncu, G., (2007). Role of Government on Industrialization in Turkey: Sumerbank from 1933 to today, *Local Goods in Turkish Design History*, Istanbul, 5 February, Istanbul: Turkey.

Goncu, G., (2006). *Winners by Design: Mavi Jeans, Third national Design Congress: Discussing Design in Turkey*, 19-22 June, Istanbul: Turkey.

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## JURIED EXHIBITIONS

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**International Istanbul Design Week** 2007  
*Exhibited as an independent designer with Istanbul based design firm Omlet*

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## UNIVERSITY SERVICE AND LEADERSHIP

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**Apparel Design Senior Fashion Show Director** 2012-2013  
*University of Minnesota, Design, Housing and Apparel Department*

**Graduate Student Representative in Graduate Faculty Meetings** 2009-2011  
*University of Minnesota, Design, Housing and Apparel Department*

**Graduate Student Representative Product Design Faculty Search Committee** 2009-2010  
*University of Minnesota, College of Design*

**Graduate Student Representative in Public Relations Committee** 2004-2008  
*Istanbul Technical University*

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## PROFESSIONAL DEVELOPMENT

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**Teaching Through Interactive Lectures Workshop** 2009  
*University of Minnesota*

**The Digital Idea Stream: 8 Technologies for Teaching, Learning, and Research**  
2009 *University of Minnesota*

**Gerber Technology ARTWORKS design education program certificate** 2005  
*Istanbul Technical University*

**Gerber Technology ACCUMARK pattern making education program certificate** 2005  
*Istanbul Technical University*

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## SOFTWARE & COMPUTER APPLICATIONS

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OptiTex; Rhino Evaluation; 3D Studio Max; AutoCAD; Adobe Photoshop; Adobe Illustrator; CorelDraw  
Foundational knowledge of XHTML; CSS; Adobe Dreamweaver