

GOZDE GONCU BERK

ggoncuberk@ucdavis.edu

EDUCATION

Ph.D. in Design <i>University of Minnesota</i>	Twin Cities-MN 2013
Ph.D. candidate in Industrial Design <i>Istanbul Technical University</i> <i>Transferred to University of Minnesota</i>	Istanbul-Turkey 2006-2008
M.A. in Clothing Design <i>Mimar Sinan University of Fine Arts</i>	Istanbul-Turkey 2003-2005
Visiting Scholar (Fashion Design) <i>Fashion Institute of Technology</i>	New York-NY 02-06.2004
B.S. in Industrial Design with Honors <i>Istanbul Technical University</i>	Istanbul-Turkey 1998-2002

PROFESSIONAL EXPERIENCE

Assistant Professor <i>University of California-Davis, College of Letters and Sciences</i> <i>Design Department</i>	Davis, CA-USA 2018-*
Associate Professor <i>Istanbul Technical University, College of Textile Technologies and Design</i> <i>Textile Engineering Department & Fashion Design Program</i>	Istanbul-Turkey 2018-2018
Assistant Professor <i>Istanbul Technical University, College of Textile Technologies and Design</i> <i>Textile Engineering Department & Fashion Design Program</i>	Istanbul-Turkey 2014-2018
Founder/CEO <i>WearLab Inc.</i> WearLab is a start-up company founded by Gozde Goncu-Berk to commercialize products developed as a result of her academic research projects with the goal to improve quality of life through research and technology-based innovations. Company is located in the technology development zone of Istanbul Technical University, ARITeknokent.	Istanbul-Turkey 2016- 2020
Teaching Specialist <i>University of Minnesota, College of Design, Apparel Design Program</i>	Twin Cities-MN 2012-2013
Graduate Assistant <i>University of Minnesota, College of Design</i>	Twin Cities-MN 2008-2012
Graduate Assistant <i>Istanbul Technical University, College of Textile Technologies and Design</i>	Istanbul-Turkey 2004-2008
Jewelry Designer	Istanbul-Turkey

Roberto Bravo Jewelry 2003-2004
Conceptualized and managed the design process for new jewelry models; Computer aided rendering of new products; 3D wax prototyping

Product Designer Istanbul-Turkey
D-sign Advertising 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

ADMINISTRATIVE EXPERIENCE

Vice Department Chair Istanbul-Turkey
Istanbul Technical University, Textile Engineering Department 2015-2018

Director of Graduate Studies Istanbul-Turkey
Istanbul Technical University, Textile Engineering Department 2015-2018

RESEARCH EXPERIENCE

Smart Clothing & Textiles for Healthcare and Wellbeing: A Research and Learning Network (Global Affairs Seed Grant, \$ 28,453) Davis-CA 2020-*

In collaboration with Textiles Department, Royal College of Art, UK

Design of Smart Compression Clothing with Textile Based Pneumatic Actuators (Academic Senate, Interdisciplinary Research Grant, \$ 24,372) Davis-CA 2019-*

UC Davis, Department of Design

Design of a Urinary Monitoring Wearable (TUBITAK 1512, \$50,000) Istanbul-Turkey 2017-2019

Istanbul Technical University, College of Textile Technologies and Design
Principal Investigator of research on design and development of a wearable that tracks bladder volume for urinary monitoring.

Design of Performance wear with CAD Embroidered EMG Electrodes (TUBITAK 3501, \$100,000) Istanbul-Turkey 2017-2020

Istanbul Technical University, College of Textile Technologies and Design
Principal Investigator of research on design and development of a performance T-shirt with embroidered textile electrodes that tracks muscle activation via EMG.

Therapeutic Smart Glove Design to Alleviate Rheumatoid Arthritis Symptoms (TUBITAK 1005, \$80,000) Istanbul-Turkey 2015-2017

Istanbul Technical University, College of Textile Technologies and Design
Principal Investigator of research on 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.

Design of a Wearable TENS System for Management of Chronic Pain Istanbul-Turkey

(TUBITAK 1512, \$50,000) 2016
Istanbul Technical University, College of Textile Technologies and Design
Principal Investigator of research on design and development of a wearable TENS system for chronic pain management.

Kinesiology-Taping Inspired Running Leggings to Improve Muscle Performance (BAP, \$10,000) Istanbul 2015-2016
Istanbul Technical University, College of Textile Technologies and Design
Principal Investigator of design and development of kinesiology-taping inspired running leggings to improve muscle performance using lamination and welding technologies, and wireless electromyography.

Designing Adaptive Apparel for Disabled (ISTKA Grant, \$400,000) Istanbul-Turkey 2014-2015
Istanbul Technical University, College of Textile Technologies and Design
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.

AWARDS

Bronze Medal Award Electronic Textile Based Rheumatoid Arthritis Glove 2018
3rd Istanbul International Inventions Fair

Best Student Poster Award (Advisee) 2018
AUTEX 2018- World Textile Conference

Graduate Student Design and Scholarship Excellence Award 2012
University of Minnesota, College of Design

Graduate Student Design and Scholarship Excellence Award 2011
University of Minnesota, College of Design

Third Place in Graduation 2002
Istanbul Technical University, Industrial Design Department

FELLOWSHIPS

Marilyn Revell DeLong Fellowship *for high academic achievement* 2010
University of Minnesota, College of Design

Ph.D. Fellowship 2008
Higher Education Council of Turkey

Fulbright Doctoral Research Fellowship 2008

PUBLICATIONS AND PRESENTATIONS

In Process

Halsted, T., Goncu-Berk, G. (2020). Proactive Design for Injury Prevention of Elite Swimmers, *Design4Health 2020*.

Goncu-Berk, G., Guvenc-Tuna, B. (2020). Understanding the Effect of Clothing Pattern on E-Textile Electromyography (EMG) Electrode Performance, AUTEX 2020.

Patent Applications

Goncu-Berk, G., Topcuoglu, N. (2016). A Therapeutic smart glove for rheumatoid arthritis, Patent Application No: 2016/20482

Goncu-Berk, G. (2016). A Wearable TENS device for chronic pain management, Patent Application No:116/001-PCT

Refereed Journal Articles

Goncu-Berk G., Kahveci, S., (2019) Electromyography analysis of novel running leggings designs with thermoplastic polyurethane (TPU) membranes, *Textile Research Journal*, DOI: 10.1177/0040517518775911

Goncu-Berk, G., (2018). Design of a Wearable Pain Management System with Embroidered TENS Electrodes, *International Journal of Clothing Science and Technology*, <https://doi.org/10.1108/IJCST-04-2017-0047>

Goncu-Berk, G. (2017). Fashion Trends. In *Bibliographical Guides*. London: Bloomsbury Academic, from <http://dx.doi.org/10.5040/9781474280655->

Goncu-Berk, G., & Topcuoglu, N. (2017). A Healthcare Wearable for Chronic Pain Management. Design of a Smart Glove for Rheumatoid Arthritis. *The Design Journal*, 20(sup1), S1978-S1988.

Goncu-Berk, G., (2016). Sümerbank İşletmelerinde Tasarıma Dair İçerik Analizi: Sümerbank Süreli Yayınları Üzerine Bir Çalışma, *Yedi:Sanat Tasarım ve Bilim Dergisi*, 16, 111-120. (In Turkish)

DeLong, M., Min, S., Goncu-Berk, G., Casto, M.A., (2016). Sustainability in the Apparel Design Process, *Fashion Practice*. (DOI number: 10.1080/17569370.2016.1148309)

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.

Book Chapters

Goncu-Berk, G., (2019). Designed to Impress: The Ottoman Kaftan, in *Patternmaking Theory and History* (Ed) Jennifer Moore, Berg Publishers.

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 Proceedings as Oral Presentations

Goncu-Berk G., (2019). 3D Printing of Conductive and Phosphorescent Filaments onto Textiles, *International Textile and Apparel Association 2019 Annual Conference*, 25-29 October, Las Vegas: US.

Goncu-Berk G., (2019). Smart Textiles and Clothing: A Threat or Opportunity for Sustainability?, *Textile Intersections*, 12-14 September, London: UK.

Goncu-Berk, G. & Wallinger S., (2019). From Sewing Circles to Maker Spaces: Learning Fashion Outside Academia, *5th International Conference for Design Education Researchers*, 9-12 July, Ankara: Turkey.

Goncu-Berk, G., (2019). Design Parameters for a Wearable Urinary Incontinence Device, *ITech Style Summit, International Conference on Textile and Clothing*, 2-4 April, Porto: Portugal.

Guvenc-Tuna, B., Goncu-Berk, G., Ozorhan, U., Topcuoglu, N., (2018). A Pilot Study on Electrode Skin Impedance Analysis of Embroidered EMG Electrodes, *BODYNETS 2018*, 2-3 October, Oulu: Finland.

Goncu-Berk G., Karacan, B., & Balkis, İ. (2018). Exploring Direct Application of Additive Manufacturing onto Textiles, *AUTEX 2018*, 20-22 June, Istanbul: Turkey.

Goncu-Berk, G. (2018). From Istanbul to New York: Bi-Cultural Learning Experience in Fashion Design, *International Symposium on Innovative Approaches in Scientific Studies*, 11-13 April, Antalya: Turkey.

Topcuoglu, N., Goncu-Berk G. (2018) Potential Use of 3D Printing Technology for Conductive Thread Assembly on Textiles, *8th International Istanbul Textile Conference*, 14-16 April, Istanbul: Turkey.

Goncu-Berk G., Topcuoglu, N., (2017). A Healthcare Wearable for Chronic Pain Management: Design of a Smart Glove for Rheumatoid Arthritis, *12th European Academy of Design Conference*, 12-14 April, Rome.

Goncu-Berk, G., Kahveci, S., Akkaya, S., (2016). Design of Compression Garments with Thermoplastic Polyurethane Bands to Improve Sports Performance, *8th International Textile, Clothing & Design Conference*, 2-5 October, Dubrovnik: Croatia.

Goncu-Berk, G., (2016). Design of A Sports Bra Based On Human Factors Analysis, *16th World Textile Conference AUTEX 2016*, 7-10 June, Ljubljana: Slovenia.

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, *38th 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?, *36th 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, *5th International Textile Conference*, 19-21 April, Istanbul: Turkey.

Refereed Poster Presentations

Abdoalasaad, A.A.R., Sirková, B. K. & Goncu-Berk G. (2018). Antimicrobial Compression Bandages for Venus Leg Ulcers, *AUTEX 2018*, 20-22 June, Istanbul: Turkey.

Goncu-G., Topcuoglu, N., (2016). Design Parameters for A Therapeutic Rheumatoid Arthritis Glove, *7th European Conference on Protective Clothing*, 23-25 May, Izmir.

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

JURIED EXHIBITIONS

Textile Intersections, Loughborough University <i>X-Kite: Uplcycled Pullover with 3D Printed Pockets</i>	London-UK 2019
Goldstein Museum of Design, University of Minnesota <i>Evolve (Dress)</i>	St. Paul-MN 2018
ITMC 2017 Smart Textiles Saloon <i>A Rehabilitation Wearable: Smart Glove for Rheumatoid Arthritis</i>	Ghent-Belgium 2017
ITMC 2017 Smart Textiles Saloon <i>Luminous Slippers</i>	Ghent-Belgium 2017
ITCC 2015 International Textile and Costume Congress and Exhibition <i>Exhibited apparel design work</i>	Istanbul-Turkey 2015
International Istanbul Design Week <i>Exhibited as an independent designer with Istanbul based design firm Omlet</i>	Istanbul-Turkey 2007

UNIVERSITY SERVICE AND LEADERSHIP

Strategic Planning and Accreditation Committee <i>Istanbul Technical University, College of Textile Technologies and Design</i>	2015-2018
Continuous Quality Improvement Process in Graduate Education Committee <i>Istanbul Technical University, College of Textile Technologies and Design</i>	2015-2018
Apparel Design Senior Fashion Show Director <i>University of Minnesota, Design, Housing and Apparel Department</i>	2012-2013
Graduate Student Representative in Graduate Faculty Meetings <i>University of Minnesota, Design, Housing and Apparel Department</i>	2009-2011
Graduate Student Representative Product Design Faculty Search Committee <i>University of Minnesota, College of Design</i>	2009-2010
Graduate Student Representative in Public Relations Committee <i>Istanbul Technical University</i>	2004-2008

PROFESSIONAL DEVELOPMENT

Teaching Through Interactive Lectures Workshop <i>University of Minnesota</i>	2009
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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

SOFTWARE & COMPUTER APPLICATIONS

CLO3D; OptiTex; Gerber; Rhino Evaluation; 3D Studio Max; AutoCAD; Adobe Photoshop; Adobe Illustrator;
CorelDraw

Foundational knowledge of XHTML; CSS; Adobe Dreamweaver