

ADRIANA GOREA

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Fashion and Apparel Studies Department
College of Arts and Sciences
University of Delaware

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EDUCATION

2017 **Ph.D. Apparel, Merchandising and Design**, Iowa State University, Ames, IA
2006 **M.B.A. concentration Marketing**, University of Delaware, Newark, DE
2001 **M.S. Fashion Design**, Drexel University, Philadelphia, PA
1996 **B.S. Mathematics, minor Computer Science**, Al. I. Cuza University, Iasi,
Romania

ACADEMIC EXPERIENCE

2019- Present **Assistant Professor, Tenure-Track**
University of Delaware, College of Arts and Sciences
Fashion and Apparel Studies Department, Newark, DE

2017- 2019 **Assistant Professor of Fashion Design, Tenure-Track**
Syracuse University, School of Design,
Fashion Design Department, Syracuse, NY

2013- 2017 **Instructor (75% workload)**
University of Delaware, College of Arts and Sciences
Fashion and Apparel Studies Department, Newark, DE

2012 Spring **Co-Director, Paris Study Abroad Program: 2016 Winter semester**
Adjunct
Drexel University, Nesbitt College of Media Arts and Design
Fashion Design Department, Philadelphia, PA

INDUSTRY EXPERIENCE

2007- 2009 adidas Wearable Sports Electronics, Wilmington, DE
Production and Sourcing Manager
Created and executed global production plans for Santoni seamless knitted active wear with embedded knitted sensors and heart monitoring systems. Trained factories in China, Turkey, Sri Lanka and US on quality assurance for heart monitoring apparel. Executed

- onsite inspections prior to shipment. Assisted product development team with prototype design, technical packages, fit, specifications and product testing. Coordinated production deliveries and logistics for wholesale global customers (Mark & Spencer, lululemon, etc.).
- 2004- 2007 Carmen LLC, Wilmington, DE
Owner and Designer
Implemented business plan that won University of Delaware Student Business Plan Competition in 2004. Managed retail store, visual presentation and assortment of product, hired and trained sales associates. Defined and executed marketing strategy, led customer segmentation effort and implemented customer loyalty programs. Developed a wholesale line of apparel and jewelry and created base accounts in tri- state area.
- 2001- 2004 Destination Maternity, Philadelphia, PA
Associate Designer, A Pea in the Pod division
Coordinated the activities of supply chain, design, production and sales. Maintained daily communication with global supplier groups (Osage in Hong Kong, Triburg in India, Tureks in Turkey), updating daily product status and delivery schedule. Translated color, fabric and silhouette direction into marketable high-end maternity styles. Assisted with daily product fittings, tech packs, and responsible for communication with production patternmaking.
- 1999- 2001 Risa Benson Design, Philadelphia, PA
Assistant Knitwear Designer
Designed and manufactured high-end machine knitted fairisle and intarsia sweaters. Created a digital database of over 20 knitwear designs, tech packs and fitting notes.
- 1995- 1997 Agri Company LLC, Iasi, Romania
Design Director- Wholesale winter jackets
Created seasonal line concepts and oversaw entire product development. Assisted with grading, marking, cutting, and optimization of production flow. Met buyers and oversaw retail feedback implementations.
- 1994- 1995 Irene International, Iasi, Romania
Head Designer
Created line direction and designs for start-up contemporary womenswear brand. Graded patterns for production and evaluated fit of first samples. Produced fashion shows and directed all marketing communications.

COURSES TAUGHT (starting with 2020 at top)

**at Syracuse University*

*** at Drexel University*

(all others at University of Delaware)

FASH 380	Advanced Product Development (3 credits) Required Lecture and Lab, 33 undergraduate students
FASH 467/ 667	Wearable Product Design (3 credits) Elective interdisciplinary Lecture and Studio, 6 undergraduate students, 2 graduate students
FASH 220	Introduction to Fashion Textiles II (3 credits) Required Lecture and Lab, 13 undergraduate students
FAS 423*	Senior Collection Design I (3 credits) Required Studio, 19 undergraduate students
FAS 433*	Senior Collection Design II (3 credits) Required Studio, 19 undergraduate students
DES 300*	Wearable Product Design (3 credits) Elective interdisciplinary Studio, 12 undergraduate students
FAS 422*	Tailoring (3 credits) Required Studio, 18 undergraduate students
FAS 322*	Fashion Skills and Techniques (3 credits) Required Studio, 13 undergraduate students
FAS 232*	Fashion Illustration I (3 credits) Required Studio, 15 undergraduate students
FAS 233*	Fashion Illustration II (3 credits) Required Studio, 15 undergraduate students
FASH 221	Apparel Structures (3 credits) Required Studio, 12- 17 undergraduate students
FASH 314	Advanced Flat Pattern Design (3 credits) Required Studio, 12- 17 undergraduate students
FASH 133	Fashion Art Studio (3 credits) Required Studio, 16- 23 undergraduate students
FASH 433	Product Development and Management (3 credits) Required Studio, 13 undergraduate students
FASH 219	Introduction to Fashion Business (3 credits) Required Lecture, 28 undergraduate students
FASH 321	Haute Couture Design and Designers (3 credits) Required Lecture (Paris study abroad), 28 undergraduate students
FAS 121**	Apparel Construction (3 credits) Required freshmen Studio, 15 undergraduate students
FAS 420**	Intimates and Sleepwear Design (3 credits) Elective senior Studio, 14 undergraduate students

INVITED GUEST LECTURES

- 2017- 2018 **Syracuse University**
Functional Apparel Design, lecture for Industrial Design, MFA students.
Fabric Manipulation: Smocking Workshop, all Fashion Design majors.
Biomimetics for Fashion, lecture for freshmen all Design majors.
- 2016 **University of Delaware**
Basic Sewing Workshop, Makers Series, Department of Mechanical Engineering.
- 2015 **Philadelphia University**
Apparel Quality, lecture for fashion merchandising students, Kanbar College of Business.
- 2014 **University of Delaware**
Secondary Market Apparel Sourcing, lecture for Thrift Workshop course.
Wearable Electronics, lecture for AATCC Student Club.

AWARDS AND RECOGNITIONS

Conference Level

- 2014 **Educators for Socially Responsible Apparel Business Award for Sustainable Design**, for Cobb, K., Orzada, B., Kallal, J., Hall, M., Gorea, A., & Roelse, K., International Textiles and Apparel Association Conference, Charlotte, NC.

University Level

- 2006 **Business Plan Competition Winner**, University of Delaware.
- 2000 **Oscar de la Renta Award for the Most Creative Collection**, Drexel University.
Evelyn Netski Award for the Most Saleable Collection, Drexel University.
Frank Agostino Award for Excellence in Craftsmanship, Drexel University.
Design Faculty Award for Excellence in Design, Drexel University.
- 1999 **Design Faculty Award for Best Junior Design**, Drexel University
Dean's Fellowship Award, Drexel University.

National Level

- 2000 **Target & CFDA National Competition Winner** (undergraduate category).

INTERDISCIPLINARY COLLABORATIONS

Syracuse University

2017 Advised on technical materials selections for a prosthetic heating sleeve solution, project led by Linghua Zhu, MFA Interaction Design.

University of Delaware

2014- 2015 Prototype development with Yarlagadda, S. and Sharma, S.,
Center of Composite Materials.
Project name: *Wearable Upper Body Suit for Assisting Human Load Carriage (funded through DARPA)*

Prototype development with Pretzer- Aboff, I., School of Nursing.
Project name: *SenSock: Gait synchronized vibration socks for people with Parkinson's disease.*

Prototype development with Idris, A., Biomedical Engineering Department.
Project name: *Vibrating Therapeutic Apparel (VTA)*

RESEARCH AND CREATIVE SCHOLARSHIP

Peer Reviewed Publications

1. **Gorea, A., & Baytar, F.** (2020). Using 3D body scanning to measure compression variations in a seamless knitted sports bra. *International Journal of Fashion Design, Technology and Education*, 13 (1-9). (IF= 0.95)
2. **Gorea, A., Baytar, F., & Sanders, E.** (July 2020). Experimental design and evaluation of a moisture responsive sports bra. *Fashion and Textiles*. (IF= 1.31)
3. **Gorea, A., Roelse, K., & Hall, M.** (2019). *The Book of Pockets: A Practical Guide for Fashion Designers*, Bloomsbury Publishing, London, UK.
4. **Gorea, A., & Baytar, F.** (2016). Towards Developing a Method for Identifying Static Compression Levels of Seamless Sports Bras Using 3D Body Scanning. *Proceedings to 7th International Conference on 3D Body Scanning Technologies*, Lugano, Switzerland.
5. **Gorea, A., Baytar, F., Sanders, E.** (2020). Effect of stitch patterns on moisture responsiveness of seamless knitted wool fabrics for compression activewear. *International Journal of Clothing Science and Technology*. (IF= 0.92)

Peer Reviewed Abstracts and Presentations (Presenter in Bold)

1. **Gorea, A.** & Ellis, K. (just accepted, 2020). *Evaluating compression variation for seamless knitted fabrics: an experimental study using Kikuhime sensors*. International Textile and Apparel Association Conference Oral Session, Denver, CO.
2. **Li, B.,** & Gorea, A. (just accepted, 2020). *Future Design Challenges for the Firefighter Turnout Boots*. International Textile and Apparel Association Conference Oral Session, Denver, CO.
3. **Gorea, A.,** Baytar, F., & Sanders, E. (2018). *Seamless Knitted Sports Bra Design: A Responsive System Design Exploration*. International Textile and Apparel Association Conference Oral Session, Cleveland, OH.
4. **Gorea, A.,** Baytar, F., & Sanders, E. (2018). *Moisture Responsiveness of Seamless Knitted Wool Fabrics*. International Textile and Apparel Association Conference Oral Session, Cleveland, OH.
5. **Gorea, A.,** Mayers, J., & Conover, T. (2018). *Kuroguro Presence: A Conceptual Design Collaboration*. International Textile and Apparel Association Conference Oral Session, Cleveland, OH.
6. **Gorea, A.,** Baytar, F., & Sanders, E. (2017). *Uplifted- Future Direction in Sports Bras Design*. International Textiles and Apparel Association Conference Oral Session, St. Petersburg, FL.
7. **Roelse, K.,** & Gorea, A. (2017). *Using Technology to Improve Student Experience with Critique*. International Textiles and Apparel Association Conference Oral Session, St. Petersburg, FL.
8. **Gorea, A.,** & **Roelse, K.** (2015). *Criteria Decision Matrix Applied to Pedagogy: A Pilot Study for Fashion Art Studio*. International Textiles and Apparel Association Conference Oral Session, Santa Fe, NM.

Design Scholarship- Juried Exhibitions (Accepted work)

1. **Gorea, A.**, Mayer, J., & Conover, T. (2019). *Exoskeleton*. International Textiles and Apparel Association Design Exhibition, Las Vegas, NV. Category: Professional. Acceptance rate: 45%.
2. **Gorea, A.** (2018). *Jump of Icarus*. International Textiles and Apparel Association Design Exhibition, Cleveland, OH. Category: Professional. Acceptance rate: 49%.
3. **Gorea, A.** (2018). *Midnight Highway*. Handweavers Guild of America, Convergence Fashion Show & Exhibit, Reno, NV. Category: Professional. Acceptance rate n/a.
4. **Gorea, A.** (2016). *Mola Borealis*. International Textiles and Apparel Association Design Exhibition, Vancouver, BC, Canada. Category: Professional. Acceptance rate 45%.
5. **Gorea, A.** (2016). *Encapsulated Infinity*. International Textiles and Apparel Association Design Exhibition, Vancouver, BC, Canada. Category: Professional. Acceptance rate 45%.
6. **Gorea, A.** (2016). *Prairie: Exploration in Wearable Art using Mixed Techniques*. Handweavers Guild of America, Moving Forward-Fashion Show & Exhibit, Milwaukee, MI. Category: Professional. Acceptance rate n/a.
7. Cobb, K., Orzada, B., Kallal, M. J., **Gorea, A.**, Hall, M., Roelse, K. (2014). *Cloud Eater*. International Textiles and Apparel Association Design Exhibition, Charlotte, NC. Category: Professional. Acceptance rate 43%.

Non- Refereed Reports

1. Cobb, K., **Gorea, A.** & Roelse, K. (2015). *Pilot Testing a Sustainable Supply Chain*. Report for Southern African Sustainable Cotton, Textile, & Apparel Cluster.

GRANTS AND FUNDING AWARDS (\$52,680 funded)

2019	HENSWEAR Pilot Project Grant , University of Delaware, (PI), \$25,000. HENSWEAR Equipment Grant , University of Delaware, (PI), \$15,500.
2018	VPA Creative Research Award , Syracuse University (PI), \$5,000.
2017	VPA Creative Research Award , Syracuse University (PI), \$5,000. Donna R. Danielson Endowment funding for doctoral dissertation, Iowa State University: \$1,000.
2016	Center for Teaching and Learning Assessment Travel Award , University of Delaware: \$1,000.

- 2014 **Professional Development Grant Award**, Iowa State University: \$180.
Contributed to the grant led by Dr. Marsha Dickson: University of Delaware,
Southern African Sustainable Cotton, Textile, & Apparel Cluster, Industrial
Development Corporation of South Africa Ltd.
Contributed to the research led by Kelly Cobb and funded by *Cotton
Incorporated*. \$34,000.

MENTORED STUDENT WORK, JURIED EXHIBITIONS (Accepted)

1. Cappelletti, L. (2018). *My Girl Friday*. ITAA Design Exhibition, Cleveland, OH.
Category: Undergraduate. Acceptance rate: 23%. **Recipient of Most Marketable
Design Award.**
2. Cappelletti, L. (2018). *Word Wore II*. ITAA Design Exhibition, Cleveland, OH.
Category: Undergraduate. Acceptance rate: 23%. **Recipient of Best Use of
Technology Award.**
3. Elston, H. (2018). *Skeptic*. ITAA Design Exhibition, Cleveland, OH. Category:
Undergraduate. Acceptance rate: 23%.
4. Fierro, O. (2016). *Cephalopod*. ITAA Design Exhibition, Vancouver, BC,
Canada. Category: Undergraduate. Acceptance rate 23%.
5. Fierro, O. (2016). *Plume*. ITAA Design Exhibition, Vancouver, BC, Canada.
Category: Undergraduate. Acceptance rate 23%.
6. Zhu, S. (2016). *Santorini*. ITAA Design Exhibition, Vancouver, BC, Canada.
Category: Undergraduate. Acceptance rate; 23%.

STUDENT AVISING

Graduate

1. Master thesis committee member for Haobo Zhang (defense May 2020)
2. Master thesis committee member for Jiayi Ren (defense June 2020)
3. Master thesis major advisor for Katie Ellis.

Undergraduate

1. Summer scholar mentor for Michelle Yatvitskiy (2020)

SERVICE

Department Level

As of May 2020

- 2019- Present Member of Graduate Studies Committee, University of Delaware
Member of Public Relations and Outreach Committee, University of Delaware
Member of P&T Committee, University of Delaware
- 2017- 2019 Member of Fashion Show Committee, Syracuse University
Member of Undergraduate Committee, Syracuse University
Member of Outreach and Social Media Committee, Syracuse University
- 2014- 2017 Member of Public Relations and Outreach Committee, University of Delaware

External Level

- 2016- Present ITAA Design submissions reviewer
ITAA research abstract reviewer
- 2019- Present CTRJ reviewer
- 2017- Present Bloomsbury Publishing reviewer
- 2017 Journal of Fashion, Style, and Popular Culture reviewer

MEDIA INTERVIEWS

1. Manser, A. (2020). *Functional, fashionable pockets*. UDaily. Article retrieved from <https://www.udel.edu/udaily/2020/april/fashion-design-handbook-pockets/>
2. Watson, T. (2018). *SU professor teaches importance of sustainability in fashion*. The Daily Orange. Article retrieved from <http://dailyorange.com/2018/04/su-professor-teaches-importance-sustainability-fashion/>
3. Kobland, K (2018). *Innovation Orange: Adriana Gorea*. Syracuse University News. Video retrieved from <https://news.syr.edu/2018/03/innovation-orange-adriana-gorea/>
4. Settembre, J. (2018). *Women tell Moneyish why their first Kate Spade purse was a symbol of success*. Article retrieved from <https://moneyish.com/heart/women-tell-moneyish-why-their-first-kate-spade-purse-was-a-symbol-of-success/>