

Rebecca Maria Dias

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EDUCATION

Master of Science (M.S.) 2017 - 2019

Colorado State University, Fort Collins

Major: Design & Merchandising

Bachelor of Design (B.Des.) 2006 - 2011

National Institute of Fashion Technology
(NIFT), Bangalore, India

Major: Fashion & Apparel Design

TEACHING EXPERIENCE

August 2019 - Present

Assistant Professor, Radford University

- Teach Fashion design courses which include studio courses and technology development courses, such as Adobe Photoshop.
- Develop, revise and reform course curriculum and content

August 2017- May 2019

Graduate Teaching Assistant, Colorado State University

- Facilitated the setup of online course content on Canvas.
- Assisted in grading and evaluating course assignments.
- Assisted in evaluation and assessment of learning outcomes.
- Courses taught/ assisted:

Textile Science (DM 120)

- o Instructor for Introduction of Textiles (lab section).
- o Developed course content and textile lab material.
- o Taught chapters from Cohen, A. & Johnson, I. (2015) Fabric Science 11th ed. Fairchild: New York.

Apparel Design and Production (AM 446)

- o Helped students with design development, draping, pattern development, garment assembly and industrial presentation of their collection.
- o Guided senior apparel design students develop a capstone collection.

Computer-Aided Apparel Design (AM 240)

- o Assisted in teaching CAD software (Lectra Kaledo Style, Print, Weave, and Modaris).

Other Courses Assisted with include Clothing, Adornment, and Human Behavior (AM 250); Merchandising Systems (AM 371); Textile and Apparel Economics (AM330).

November 2016

Guest Speaker, State University of New York, Oneonta, New York

Conducted a two day introductory workshop for freshmen students of Fashion and Textile department on using industrial grade machines for stitching.

September- October 2013

Guest Lecturer, National Institute of Fashion Technology (NIFT), Bangalore, India

- Instructor for Basics of Draping.
- Taught freshmen students how to drape basic bodice, skirt, torso, darts, pleats and its variations.

RESEARCH EXPERIENCE

August 2017 – June 2019

Graduate Research Assistant, Colorado State University

Sustainable Clothing Consumption Motivation and Behavior

- Reviewed literature on clothing consumption drivers.
- Developed visuals and graphics to display various factors the influence clothing consumption.
- Developed online survey using Qualtrics.

Clothing Repair Cafe

- Assisted in developing survey to understand motivation and intention of repairing clothing.
- Assisted in quantitative data collection through distribution of survey at mending café, a community event.

June 2017 – August 2017

Co- Researcher, Understanding the Lived Experience of Textile Artisans in the North Eastern Region (NER) of India

Principal Investigator: Dr. Bharath Ramkumar, SUNY Oneonta, NY

- Developed conceptual framework, and research design.
- Conducted field observation and semi-structured interviews of female textile artisans in Meghalaya, India.
- Assisted in transcription, data analysis and manuscript development.

November 2016- March 2017

Field Research Assistant, Understanding Apparel Fit Needs of Breast Cancer Patients

Principal Investigator: Dr. Annacleta Chiweshe, SUNY Oneonta, NY

- Conducted informal interviews with research participants.
- Constructed ensembles for three participants, which included blouses, trousers, jackets, and a dress, addressing their fit issues.

PUBLICATIONS

Dias, R. (2019). Modernization and cultural identity: The Case of Ri-Bhoi Women Handloom Weavers. (Unpublished master's thesis). Colorado State University, Fort Collins, Colorado, USA.

RESEARCH MANUSCRIPTS UNDER DEVELOPMENT

Dias, R., Diddi, S., Ogle, J. Exploring mindfulness as a means to reimagine sustainable clothing consumption. Journal Consideration.

Ramkumar, B., Dias, R. Understanding the Lived Experience of Textile Artisans in the North Eastern Region (NER) of India. Journal Consideration.

Dias, R., Diddi, S., Ogle, J. Modernization and cultural identity. The case of Meghalayan handloom weavers. Editing stage.

PROFESSIONAL PRESENTATIONS

Ramkumar, B., Dias, R. (2019, October). Understanding the Lived Experience of Textile Artisans in the North Eastern Region (NER) of India. Paper to be presented at the annual conference of International Textile and Apparel Association, Las Vegas, NV. (oral presentation)

Dias, R., Diddi, S., Ogle, J. (2018, November). Exploring mindfulness as a means to reimagine sustainable clothing consumption. Paper presented at the annual conference of International Textile and Apparel Association, Cleveland, OH. (oral presentation).

Dias, R., Sparks, D. (2018, November). Dissolution of the self. Creative digital art presented at Graduate Student Showcase, Colorado State University. [Awarded Excellence in Creativity].

SERVICE TO DEPARTMENT, UNIVERSITY & COMMUNITY

August 2019 - Present

Committee Member
Sustainable Steering Committee
Radford University

April 2019 (CSU Speaks)

Mindfulness presentation
New Belgium Brewing Company
Fort Collins

March 2019

Team member for clothing drive and mending cafe
Earth Day Exhibition, Fort Collins, Colorado

November 2018

Head Coordinator/Volunteer
India Nite, Fashion Show
Colorado State University

August 2018 (Mural)

Undergraduate Student Mentor
MURAL PROJECT
Colorado State University

August 2018 – June 2019

President, Design and Merchandising Graduate Student Association
Department of Design and Merchandising
Colorado State University

August 2018 – June 2019

Committee Member
Graduate Student Council
Colorado State University

April 2018

Team member of interactive session “Sustainability In Fashion”, to educate high school kids about the impact of the clothing industry and possible alternatives.

December 2017

Student Mentor
Environmental Leadership Summit
Fossil Ridge High School, Fort Collins, Colorado

Team member for clothing drive and mending cafe
Earth Day Exhibition, Fort Collins, Colorado

AWARDS & RECOGNITIONS

November 2018

Excellence in Creativity Award, \$250
Graduate Student Showcase
Colorado State University

August 2018

Graduate Assistantship Award, \$14,256
Department of Design and Merchandising
Colorado State University

August 2017

Graduate Assistantship Award, \$13,932
Department of Design and Merchandising
Colorado State University

PROFESSIONAL AFFILIATION

August 2017 - Present Member, International Textile and Apparel Association (ITAA)

INDUSTRY EXPERIENCE

July 2014 – July 2017

Freelance Designer, Sidney, New York

- Designed technical sheets, prints and created a catalogue for the Dubai-based couture brand 'Shea Couture'.
- Commissioned six fashion paintings to be presented at Lakme India Fashion Week, for an Indian Fusion label 'Baavli'.
- Developed a capsule collection for a premium boutique and studio, Studio C9, Bangalore, India, which included conceptualizing the theme, color story, developing fashion illustrations for each of the ensembles, developing spec sheets and ideating photo shoot. This collection was consolidated for an entry into the 2015 Lakme India Fashion Week.
- Launched professional blogsite www.designsbydias.com. Developed graphics such as brand logos, business cards, posters, brochures etc., for small businesses through Design Crowd.
- Designed technical sheets, developed prints and created a catalogue for the Dubai-based swim wear brand 'Tide'.

Feb 2014

Design Consultant - Owl Fashion, Bangalore, India

- Developed avant-garde ensembles for the India-based sustainable clothing company, Owl Fashion. The resulting photo shoot of the above ensembles formed the theme of the company's website www.owlfashions.com.

Oct 2013 – June 2014

Head Designer - Studio C9, Bangalore, India

- Conceptualized, designed and produced an Autumn/Winter 2015 women's prêt collection of 30 ensembles as a premium designer label for Studio C9.
- Designed and constructed customized Indian and Western Bridal Couture.
- Assisted in the production of campaign photo shoots for various clients.

Feb 2012 – Oct 2013

Executive Designer - Future Fashion Lifestyle Ltd., Bangalore, India

- Responsible for managing the entire women's wear range, consisting of 250 options for an Indian lifestyle brand 'SCULLERS'.
- Visited textile mills and developed precise fabrics based on trend forecasting.
- Created and handed over technical sheets for each individual style of the season to vendors for mass production.
- Worked closely with vendors to ensure appropriate production standards.
- Developed a range catalogue every season that educated the front-end sales force about the product range.
- Assisted in visual merchandising and display.

June 2011 – Feb 2012

Assistant Designer - Arvind Lifestyle Brands Ltd., New Delhi, India

- Designed and developed seasonal ranges of woven tops, graphic tees and denims for the in-house brand 'IRIS'.
- Worked closely with merchandisers to transform computer-based designs to finished goods.
- Enabled the launch of the brand 'IRIS' across India.
- Worked with the visual merchandising team to display the right product in the right manner.

May – June 2009

Designer Intern - Saara Apparels, Bangalore, India

- Researched and studied the Indian Ethnic market for an in-house brand at Saara Apparel.
- Worked closely with the sampling unit to develop prototypes of embroidery panels and dying techniques to be incorporated in the seasonal collection.
- Developed an Indian ethnic collection of 25 ensembles for Spring Summer 2010.

April- June 2008

Craft Cluster Program - NIFT, Hampi, India

- Studied the handicrafts and embroidery techniques of the LAMBANI tribe.
- Helped enhance the areas of design, technology, marketing and management in the tribal community.