ADITI GALADA

Apparel Design
Technical Sketching
Tech Packs
Draping
Pattern Making
Transformational Reconstruction
Sewing
Sonabonding

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3D Digital Prototyping
Clo3D
Optitex
Browzwear
TucaCAD
Lectra

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Computer Aided Design
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
AutoCAD

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Textile
Weaving
Macrame

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Programming
Python, C++
HTML/CSS, Java Script
PHP, ASP.Net
VB.Net,
MySQL

A graduate student inspired by how technical design puts the human experience and functionality of clothing at the forefront of design. By making a conscious choice for all my internships, I have always endeavored in gaining a holistic knowledge of the fashion industry. Aiming to leverage my knowledge and experience of apparel design and digital prototyping to contribute to the field of design.

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EDUCATION

Master of Arts in Apparel Design **December 2022 (Expected)**
Cornell University, Ithaca, NY
Cumulative Grade Point Average: 4.2/4.33
Areas of interest: Digital prototyping, human-computer interaction
Professional Membership: Executive Board Member at Cornell India Association

Bachelor of Fashion Technology **July 2020**
National Institute of Fashion Technology, India
Cumulative Grade Point Average: 9.8/10.0
Awards: Received Best Academic Performance (2020), Best Graduation Project (2020), Most Commercially Viable Project (2020)

PROFESSIONAL EXPERIENCE

Biba Apparels Private Limited **June 2020 – January 2021**
Retail Manager
• Managed a team of 5 retail associates, interfaced with customers, tracked and analyzed customer feedback, managed inventory, forecasted sales, selected product assortment in tradeshows and contributed to the overall success of the store
• Applied retail KPI knowledge to make strategic commercial decisions

Kontoor Brands Inc **January 2020 – March 2020**
Merchandising Intern
• Evaluated fit of men's jeans and set fit standard by creating a revised size chart using K-Means clustering algorithm
• Developed a real-time competitor analysis tool to compare latest product offerings and perform market mapping
• Assisted in design and development of AW'20 product range by creating technical sketches, tech packs and bill of materials
• Collaborated with costing department to simplify garment construction while maintaining quality standards in order to reduce labor cost.
• Contributed to fit analysis and review sessions with upper management, merchant and design teams.
• Worked on establishing time and action calendar with design and production teams.

Raymond Apparel Limited **June 2019 – August 2019**
Industrial Engineering Inter
• Developed a real time production monitoring system through artificial intelligence
• Increased the productivity of cutting department by more than 50% through industrial engineering techniques and improving ergonomic design of the workplace

Arvind Limited **June 2018**
Operations Intern
• Comprehended the concept of spun yarn production, woven and knit grey fabric production, dyeing, printing, finishing and textile testing

Indian Terrain Fashions Limited **July 2017**
Supply Chain Intern
• Contributed to the supply chain department in preparing for the AW'18 roadshow by following supplier deliveries, preparing tech packs, and assessing quality of samples
• Implemented preventive maintenance techniques and lean tools such as 5S, Kanban, Jidoka, quick change over

CONFERENCE PRESENTATION

Baytar, F., Kim, Y., Maher, M., **Galada, A.**, and Devine, C. (2021). Examining Crotch Lengths at the Trochanterion Plane by Using 3D Body Scanning to Suggest Considerations for Improving Sizing of Absorbent Underwear Panels and Pads. Poster session presented at the annual meeting of the International Textile and Apparel Association, Virtual. (Forthcoming)

GRANT

Human Ecology Alumni Association, Alan D. Mathios Research and Service Grant
Apparel technical designers learn implicitly by conducting iterative problem solving until the desired garment fit is achieved. The ideal solution to support motor learning with 3D simulation would be using an immersive VR environment. Proposed a project to analyze the potential of using Virtual Reality as a training medium for digital prototyping software programs.

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Relevant Coursework

Understanding Functional Aspects of Clothing and Design

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Human Factors: Anthropometrics and Apparel

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New Technologies in Fashion Design

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Apparel CAD and Grading

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Pattern Making

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Garment Construction

•

Undertstanding Body and Pattern Shapes through Draping

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Apparel Standards Specifications & Quality Control

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Fashion Merchandising

ACADEMIC PROJECTS

Prediction Model for Crotch Length **February 2021 – May 2021**

• Developed ordinary least square, lasso and principal component regression models using ethnicity, age group and 18 body measurements from the SizeUSA database to predict the crotch length

• Chose lasso regression model as it explained maximum variation in crotch length, 90.53% on the test set, with just five predictors including, height, hips, waist height, knee height and arm length.

• Proposed an equation to improve fit of customized bifurcated garments

Sakura (Japenese Cherry Blossoms) **February 2021 – May 2021**

• Created an ensemble consisting of a dress and a jacket inspired by Japanese Cherry Blossoms

• Utilized 2D/3D software programs (Adobe Photoshop, Adobe Illustrator, Optitex PDS and Clo3D) to visualize and improvise the design

• Experimented with novel production methods (3D printing, laser cutting & engraving and sonabond ultrasonic fusing)

Analysis of Customer Behavior in Exclusive Brand Outlets **August 2019 – December 2019**

• Investigated the factors affecting customer behavior while purchasing garments in an apparel retail store. Factors identified included product, pricing & promotion, visual merchandising, preferences, and sales assistance

• Verified the results through analysis of sales data of seven retail stores

Business Plan for a Smart Apparel Retail Store **August 2018 – December 2018**

• Developed a business plan for a retail store loaded with latest technology emphasizing on automation, convenience, and personalization

• Performed market analysis and location analysis and developed strategy & implementation, management summary and financial plan

Sustainable Apparel Collection **January 2018 – March 2018**

• Created a collection of 8 garments ranging from exquisite dresses to daily wear pants and tops, loaded with design elements like pleats and flounces for an intercollege fashion show

• Extracted natural dye and used organic cotton fabric to promote sustainability

Web Development **August 2017 – December 2017**

• Designed an e-commerce website and created a prototype for a footwear company

• Applied HTML, CSS and Java Script for front end and ASP.NET to enable backend activity such as customer registration, cart management and so on

Analysis of Handloom Cluster **January 2017 – May 2017**

• Lead a research team on the study and analysis of macro- and micro-environment of a handloom weavers cluster in Thirumalpur producing Kancheepuram saree which is recognized as a geographic indication. The report was submitted to the Textile Ministry of India.

RESEARCH EXPERIENCE

Cornell Digital Fashion and Body Scan Research Lab **June 2021 – August 2021**

Project Supervisor: Dr. Fatma Baytar

• Collaborated with a five-member research group that analyzed the impact of using of 3D body scanning for fit satisfaction, attitude and purchase intention in online mass customization

• Conducted literature review, coded experimental data, created pattern markers, and developed customized garments.

• Compared the fit of garments created using measurements obtained from mobile 3D body scanner and measurements recorded manually by participants

Hybrid Body Lab, Cornell University **June 2021 – August 2021**

Project Supervisor: Dr. Cindy Hsin-Liu Kao

• Wove prototypes of plain weave on-skin patches by incorporating circuit in a serpentine pattern using supplemental weave technique to delocalize strain on interconnection joints

• Brainstormed ideas, created and tested prototypes of detachable and customizable woven patches embedded with Shape Memory Alloy actuators that enabled movements including bending, expanding, and shrinking on actuation. The movements were intensified by utilizing unique properties of yarns and weave structures to vary the stiffness of various parts of the patch.

Engaged Cornell **March 2021 – May 2021**

Project Supervisor: Dr. Fatma Baytar

• Created informational material for Course of Trade, a non-profit 120-hour training program that equips the students with garment manufacturing skills

• Developed instructional training videos on threading various industrial sewing machines, constructing seams, creating shaping elements, and manufacturing garments and bags

PUBLICATIONS

Huang, K., Molla, M. T. I.*, Roberts, K.*, Ku, P.*, **Galada, A.**, and Kao, HL. (2021). Delocalizing Strain in Interconnected Joints of On-Skin Interfaces. International Symposium on Wearable Computers. (Forthcoming) **Equal second authorship*

Ku, P., Huang, K., **Galada, A.**, and Kao, HL. (2021). Patch-O: Shape Changing Woven Patches for On Body Actuation. CHI Conference Extended Abstracts on Human Factors in Computing Systems. (Submitted for Initial Review)