

2021 ITAA Rising Star

Dr. Rachel Eike



Dr. Rachel Eike is an Assistant Professor in the Apparel, Merchandising, and Design Program, Department of Apparel, Events, and Hospitality Management at Iowa State University. Dr. Eike has sustained a scholarly focus on the area of “Discreet Design” to address environmental sustainability through utilizing new and emerging materials for functional and creative product development. Dissemination of her scholarly endeavors are multi-dimensional and include refereed publications, juried exhibitions, and refereed presentations at premier professional organizations in the apparel, merchandising, and design discipline. She is currently a member of an Iowa State University Presidential Interdisciplinary Research Initiative grant award for \$750,000 in the area of personal protective equipment. Upon her arrival to Iowa State University, Dr. Eike was charged with teaching three new courses in the product development and sustainability areas. The two undergraduate courses required significant overhaul and integration of new technologies. She redesigned our graduate course in sustainability to capitalize on her expertise in the integration of theory and application on the topic. Dr. Eike raised the standards and expectations of our students in the product development area. Her mentoring of undergraduate and graduate students to submit designs to juried competitions and scholarly presentations to professional conferences is noteworthy.