

JESSICA LEE RIDGWAY

Textile and Apparel Merchandising, Northern Illinois University
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EDUCATION

Ph.D. Textiles and Apparel Management, University of Missouri, May 2014

- Major Work: Textile and Apparel Design
- Supporting Work: Color Theory and Designing with Technology
- Dissertation: Women's Self-Perceptions: An exploratory study of optical illusion garments
- Co-Chairs: Dr. Jean Parsons & Dr. Myung-Hee Sohn

M.S. Textile and Apparel Management, University of Missouri, May 2011

- Minor: Information Sciences and Learning Technologies
- Major Work: Product Development and Branding
- Supporting Work: Art
- Thesis: The perception of brand personality through the use of color in brand logos
- Co-Chairs: Dr. Lynn Boorady & Dr. Mary Beth Myers

B.S. Textile and Apparel Management, University of Missouri, May 2009

- Major: Textile and Apparel Manufacturing and Product Development
- Minor: Business

PROFESSIONAL APPOINTMENTS

Northern Illinois University, College of Health and Human Services

Assistant Professor (2014 –Present), Textile and Apparel Merchandising in the School of Family, Consumer, and Nutrition Sciences

Director of the Fashion Merchandising Body Scanning Laboratory (2014- Present)
Textile and Apparel Merchandising in the School of Family, Consumer, and Nutrition Sciences

University of Missouri, College of Human Environmental Sciences

Instructor (2013), Department of Textile and Apparel Management

University of Missouri, College of Human Environmental Sciences

Graduate Teaching Assistant (2009-2013), Department of Textile and Apparel Management

University of Missouri, College of Human Environmental Sciences

Instructor (2009), Department of Textile and Apparel Management

PUBLICATIONS & JURIED EXHIBITIONS – PEER-REVIEWED

- [P.1] **Ridgway, J.** & Myers, M. B. (2014). A Study on Brand Personality: Consumer's Perceptions of Colours used in Fashion Brand Logos, *International Journal of Fashion Design, Technology and Education*. doi: 10.1080/17543266.2013.877987
- [JE.5] **Ridgway, J.** (2014). *Oh Fish in the Sea*. International Textile and Apparel Association Annual Juried Exhibition. Exhibition held in conjunction with the ITAA conference in Charlotte, NC.
- [JE.4] **Ridgway, J.** & Link, S. (2014). *A Sunday Afternoon*. International Textile and Apparel Association Annual Juried Exhibition. Exhibition held in conjunction with the ITAA conference in Charlotte, NC.
- [JE.3] Parsons, J. & **Ridgway, J.** (2014). *Guardians of the Garden*. International Textile and Apparel Association Annual Juried Exhibition. Exhibition held in conjunction with the ITAA conference in Charlotte, NC.
- [JE.2] **Ridgway, J.** (2012). *Smoke and Mirrors*. International Textile and Apparel Association Annual Juried Exhibition. Exhibition held in conjunction with the ITAA conference in Honolulu, Hi.
- [JE.1] **Ridgway, J.** & Link, S. (2012). *Not So Lady Bug*, True North's Little Black Dress Juried Exhibition. Exhibition held in conjunction with the True North Little Black Dress Charity Event, Columbia, MO.

COMMISSIONED AND INVITATIONAL DESIGNS

- [CD.3] **Ridgway, J.** (2013). *Digital Deception*. 3D Digital Runaway Show garment and Digitally Printed Garment. Displayed as part of the University of Missouri I Lab Exhibition. Columbia, MO.
- [CD.2] **Ridgway, J.** (2013). *Outcast*. Digitally printed textile banner. Commissioned as part of a large installment piece for The Newman Center, Columbia, MO.
- [CD.1] **Ridgway, J.** (2012). *Oh Fish in the Sea*. Digitally printed jacket with hand embellishment. Displayed as part of the Ediciones Vigia Exhibition. University of Missouri, Columbia, MO.

NON-REFERRED PUBLICATIONS

- [NR.1] Wilson, L., **Ridgway, J.**, Emadi, M., Jones, K., Gensler, A., Kim, J., et al. (2011). *The Reality and Romance of Missouri's Western Dress*. University of Missouri, Textile and Apparel Management. Missouri Historic Costume and Textile Collection.

MANUSCRIPTS UNDER REVIEW

- [UR.1] Clayton, R.B. & **Ridgway, J.** (Under Review). Body Image Satisfaction and Romantic Relationship Outcomes: Examining the Mediational Roles of Instagram Selfie Posting and Instagram-Related Conflict. *Cyberpsychology, Behavior, and Social Networking*.

PEER-REVIEWED CONFERENCE PRESENTATIONS

- [C.7] **Ridgway, J.** & Parsons, J. (2015). An Exploratory Study of the Impact of Optical Illusion Garments on Women's Self-Perceptions. *International Textile and Apparel Association Conference*, October 2015, Santa Fe, New Mexico.
- [C.6] **Ridgway, J.** (2014). The Helmholtz illusion: Women's perceptions of horizontal and vertical stripes in dress. *International Textile and Apparel Association Conference*, November 2014, Charlotte, North Carolina.
- [C.5] **Ridgway, J.** & Parsons, J. (2014). There is magic in the principles of optical illusion: An historical analysis of advice to women on dressing for their body shape. *International Textile and Apparel Association Conference*, November 2014, Charlotte, North Carolina.
- [C.4] **Ridgway, J.** & Sohn, M. (2013). Optical Illusion Textile Prints: A Case Study of Body Shape. *International Textile and Apparel Association Conference*, October 2013, New Orleans, Louisiana.
- [C.3] Parsons, J. & **Ridgway, J.** (2013). With a Theme, as a Team, for a Client: A Digital Textile Design Commissioned Art Project. *International Textiles and Apparel Association Conference*, October 2013, New Orleans, Louisiana.
- [C.2] Lu, S. & **Ridgway, J.** (2013, October). When Apparel "Made in China" Become More Expensive, Will U.S. Consumers Have to Pay More? *International Textile and Apparel Association Conference*, October 2013, New Orleans, Louisiana.
- [C.1] **Ridgway, J.** & Parsons, J. (2012, October). Women's Self-perceptions: A Case Study of Equestrian Apparel. *International Textiles and Apparel Association Conference*, November 2012, Honolulu, Hawaii.

RESEARCH FUNDING

- [G.2] **Korea Research Institute of Standards and Science** (\$38,250- Proposal Submitted)
Title: Anthropometric Data Collection Project
PIs: Dr. Jeong Ho Kim and Dr. Jessica Ridgway, *Northern Illinois University*
- [G.1] **Northern Illinois University, Office of Student Engagement and Experiential Learning** (\$1,500) - **Funded**.
Undergraduate Research Assistantship
PI: Dr. Jessica Ridgway, *Northern Illinois University*

RESEARCH IN PROGRESS

- [IN.5] **Ridgway, J.** & Parsons, J. (2015). Illusion and Line: An historical analysis of advice to women on dressing for their body shape.
- [IN.4] **Ridgway, J.** (2015). Defining a new ideal: A case study of women's perception of beauty ideals and body shape.
- [IN.3] **Ridgway, J.** and Ipaye, H. (2015). What a bust: Exploring the effect of breast size on the perception of body shape and size.
- [IN.2] **Ridgway, J.** (2014). Women's perceptions of wearing stripes: A case study of the Helmholtz Illusion.
- [IN.1] **Ridgway, J.,** Parsons, J. & Sohn, M.H. (2014). Understanding women's self-perceptions: An exploratory study on the implementation of optical illusion garments to manipulate body shape.

RESEARCH EXPERIENCE

2011 – 2014: **University of Missouri, Department of Textile Apparel Management**

Director: Dr. Jean Parsons

Position: Research Assistant, Digital Textile Printer Technician.

2011 – 2012: **University of Missouri, Department of Textile Apparel Management**

Director: Dr. Jana Hawley

Position: Research Assistant, Digital Textile Printer Technician.

TEACHING EXPERIENCE

2014 – 2015: **Northern Illinois University, Department of Family Consumer Sciences**

Position: Assistant Professor

Courses:

- *Merchandising Promotion – FCNS 272*
- *Fashion E-Commerce – FCNS 458 / 658**
- *Introduction to the Fashion Industries – FCNS 258*
- *Economics of the Textile and Apparel Industry – FCNS 466 / 666*

2013 – 2014: **University of Missouri, Department of Textile Apparel Management**

Position: Instructor

Course: *Presentation Techniques for Merchandising Students- TAM 400**

*Indicates new course development

2009 – 2013: **University of Missouri, Department of Textile Apparel Management**

Position: Graduate Teaching Assistant

Courses:

- ***Integrated Apparel Design & Production I (Flat Pattern)***- TAM 2380
- ***Global Consumers*** – TAM 2400
- ***Social Appearance in Time and Space*** – TAM 2500
- ***Science of Textiles*** – TAM 2100
- ***Integrated Apparel Design & Production II (Draping)***- TAM 3380
- ***History of Western Dress*** – TAM 3510
- ***Softgoods Brand Management***- TAM 4300
- ***E-Commerce*** – TAM 4500

2009: **University of Missouri, Department of Textile Apparel Management**

Position: Instructor

Course: ***Principles of Apparel Manufacturing***- TAM 3281

HONORS & AWARDS

2014: **Alvanon Creative Design Award for Graduate Design**

International Textile and Apparel Association. Award given for *Oh Fish in the Sea*.

2012: **Chancellor's Award for Public Outreach – 1st Place**

University of Missouri. Award given for Adventures in Education- Community Teaching.

SCHOLARSHIPS

2011: **American Apparel and Footwear Association Scholarship** (\$1,250)

University of Missouri

2011: **Natalie R. Reid/ Wheeler Memorial Scholarship** (\$750)

University of Missouri

2010: **Natalie R. Reid/ Wheeler Memorial Scholarship** (\$750)

University of Missouri

TRAVEL FUNDING

2014: **School of Family, Consumer, and Nutrition Science Travel Award** (\$750)

Northern Illinois University

2013: **GSA of Textile and Apparel Management Travel Award** (\$500)

University of Missouri

2012: **University of Missouri Organization Resource Group Travel Award** (\$400)

University of Missouri

2012: **Graduate Professional Council Research Award** (\$300)

University of Missouri

2012: **GSA of Textile and Apparel Management Travel Award** (\$500)

University of Missouri

2012: **Graduate Student Association Travel Award for Research** (\$300)

University of Missouri

2011: **University of Missouri Organization Resource Group Travel Award** (\$400)

- University of Missouri
2011: **Graduate Professional Council Research Award** (\$300)
University of Missouri
2010 **Graduate Student Association Research Travel Award** (\$200)
University of Missouri

INDUSTRY EXPERIENCE

- 2011 – 2014: **Owner:** Plume 4 You, Columbia, MO
Source, designed, and sold fashion accessory products via the internet
Acted as a wholesaler for local brick and mortar businesses
Designed website and maintained trend blog
- 2008: **Intern: Fabric Library Manager**
Chicago Design Team, Chicago, Illinois
Managed fabric library, created floor displays, and counseled interior designers on appropriate fabric selection for projects, ordered fabric, memos, interior accessories and trims, and aided in the creation of trend presentations for clients.
- 2008: **Intern: Production Assistant**
Matthew Williamson, London, England
Worked primarily in the production department, but also gained experience within the press, technical design, and creative design departments
Managed distribution center and fulfillment of purchase orders
Organized Autumn/Winter Line board and book, and prepared garments for New York Fashion Week 2008.
- 2008: **Intern: Fashion Show Assistant**
Jen Laugesen, London, England
Worked London Fashion Week 2008
Assisted with hand sewing and worked with models to fit garments
Coordinated outfits and accessories, dressed models for runway show; responsible for final runway look.
- 2007: **Intern: Apparel Product Coordinator**
M Direct Apparel Solutions, Chicago, Illinois
Responsibilities in both main office and manufacturing plant, created bills of material, purchase orders, and sample logs using Microsoft Excel
Oversaw the production of sample garments including pattern making and sewing of samples in the factory.

INTERNATIONAL EXPERIENCE

- 2011: **Field Study:** Fabric of Indian Life Study Tour, India
Traveled throughout India learning and studying the culture, local craft, and textile industry Did preliminary research on the color choices of Indian designers

2008 **Study Abroad:** Fashion Studies, American Intercontinental University, London, England
Studied fashion styling and trend forecasting. Worked with live professional models during photo shoots, and developed three fashion stories based on trend research and developed 10-15 garments per story.

2008: **Attendee:** Premier Vision, Paris, France
Attended Premier Vision to observe the latest in trend forecasting and to gain contacts within the fashion industry on a global level.

SERVICE AND PROFESSIONAL DEVELOPMENT

Committees:

2015 – Present: **Northern Illinois University (NIU)**
Member: Creativity, Innovation, and Change Pathway General Education Committee

2015 – Present: **Northern Illinois University (NIU)**
Member: Holmes Student Center Design Committee

2015 – Present: **Northern Illinois University (NIU)**
Member: Search Committee for the Director of Ph.D. Program – College of Health and Human Sciences

2015 – Present: **International Textile and Apparel Association**
Member: ITAA 2015 Mounted Exhibit Committee

2014 – Present: **School of Family, Consumer, and Nutrition Sciences (NIU)**
Member: Committee on Recognition and Scholarship

2014 – Present: **School of Family, Consumer, and Nutrition Sciences (NIU)**
Member: Graduate Faculty Scholarship Committee

2014 – Present: **International Textile and Apparel Association**
Member: Design Education and Scholarship Committee

2009 – 2011: **University of Missouri**
Member: Committee on Residence for Tuition Purposes (University Level Committee)

2009 – 2011: **University of Missouri**
Member: Graduate Professional Council

Teaching Development

- 2015: **Portfolios for Student Career Success.**
Sponsored by NIU Faculty Development and Instructional Design Center (4 contact hours)
- 2014: **Multi-Media Sample.**
Sponsored by NIU Faculty Development and Instructional Design Center (4 contact hours)
- 2011 – 2014: ***Human Environmental Sciences Tutor***
Student Success Center, University of Missouri, Columbia, MO
Director: Michael Perkowski
- 2013: ***Project Assistant***
Science of Textiles Course Redesign Project, University of Missouri
Director: Kerri McBee-Black

Invited Lectures and Presentations

- 2012: TAM 4300 Softgoods Brand Management, Topic: **Branding and Blogging**
- 2011: TAM Advisory Board, Topic: **Fabric of Indian Life**
- 2011: MU Entrepreneurs, Topic: **E-Commerce Business Practices**

Invited Lectures and Presentations (continued)

- 2011: TAM 3100 E-Commerce, Topic: **Small Business Ownership and Social Media Marketing**
- 2010: TAM 3100 E-Commerce, Topic: **Privacy and Ethical Issues in E-Commerce**
- 2010: TAM 4300 Softgoods Brand Management, Topic: **Social Media and Brand Management**
- 2010: TAM 1200 Basic Concepts of Apparel Design and Production, Topic: **Trims and Findings in Apparel Design**

Other Service

- 2012 – 2013: **Vice President:** Graduate Student Association of Textile and Apparel Management
- 2012: **Facilitator:** Textile Products Labeling Summit: Sustainability Labeling Issues
- 2012: **Facilitator:** Executive in Residence, University of Missouri
- 2011 – 2012 **Presenter:** Adventures in Education- Community Outreach Summit, University of Missouri

- 2011 – 2012 **Secretary:** MU Entrepreneurs
- 2011 – 2012 **Community Outreach Coordinator:** Graduate Student Association of Textile and Apparel Management
- 2011 **Fashion Show Judge:** Student Unions Programming Board Annual Fashion Show
- 2011 **Presenter:** 4H Annual Fashion Review
- 2010 – 2011 **President:** Graduate Association of Textile and Apparel Management
- 2010 **Presenter:** 4H Conference: Appropriate Interview Dress
- 2010 **Presenter:** Adventures in Education- Community Outreach Summit, University of Missouri, Winner of the 2010 Chancellor's Award for Public Outreach

PROFESSIONAL MEMBERSHIPS

- 2009 – Present **International Textiles and Apparel Association**
- 2010 – 2011 **American Association of Family and Consumer Sciences**
- 2010 – 2011 **Association of Internet Researchers**

RESEARCH AND TEACHING INTERESTS

- Apparel Product Development, Computer Aided Design, Digital Fashion Illustration, Presentation Techniques, Creative Design, Draping, Branding, E-Commerce, Social Media, Visual Merchandising, Economics of the Textile and Apparel Industry
- Technology's impact on learning, creativity, and apparel design
- Use of digital textile printing, body scanning, and digital garment creation in the design process
- Body shape perception and evaluation
- Impact of textile prints on visual perception
- Integration of Technology in the Classroom

SPECIALIZED SKILLS

Adobe Photoshop CS & Adobe Illustrator CS

- Textile print design, digital fashion illustration, and digital technical sketches

TC2 – 3D body scanning software

- 3D body scanning, automatic body measurement, and avatar creation

Wasatch Softrip TX – Digital Textile Printing

- Mutoh Digital Printer Value Jet 1640W

Optitex – 2D/3D CAD/CAM Fashion Design Software

- Pattern digitizing and manipulation, digital fabric draping, and fit analysis