

Jennifer (Jennybeth) Johnson Jorgensen

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EDUCATION

Doctor of Philosophy

May 2015

University of Nebraska-Lincoln, Lincoln, Nebraska

Human Sciences, Emphasis in Textiles, Merchandising, and Fashion Design

Mixed Methods Research Graduate Certificate

Doctoral Dissertation: *Influence of Parents, Peers, Internet Product Search and Visual Social Media on College Students' Purchase Behavior: A Mixed Methods Study*

Advisor: Dr. Rita Kean

Master of Science

May 2012

University of Nebraska-Lincoln, Lincoln, Nebraska

Textiles, Merchandising, and Fashion Design

Master's Thesis: *Use of Product Reviews as Influenced by Family, Friends, and Online Social Networking Usage: A Look into Modern Consumer Socialization*

Advisor: Dr. Young Ha

Bachelor of Science

December 2009

North Dakota State University, Fargo, North Dakota

Apparel and Textile Studies

Summa Cum Laude Honors

Advisors: Dr. Linda Manikowske and Dr. Jaeha Lee

Fashion Institute of Technology, New York City, New York

Summer 2009

Visiting Undergraduate Student

TEACHING EXPERIENCES

Lecturer

2015, 2016

Department of Textiles, Merchandising and Fashion Design, University of Nebraska-Lincoln

Graduate Level Courses

TMFD 875/GP 630 Research Methods

Online Graduate Student Course through GP IDEA: Great Plains Interactive Distance Education Alliance: Graduate Level Merchandising Program in Partnership with University of Nebraska-Lincoln, Kansas State University, Oklahoma State University, North Dakota State University, and South Dakota State University

- Developed comprehensive curriculum to be delivered in an online context
- Collaborated with faculty members from across five universities in the GP IDEA partnership to develop online program objectives
- Will assess graduate students' understanding of qualitative, quantitative, and mixed methods approaches through online discussions, readings, and comprehensive projects

TMFD 874 Theory Development

- Developed new curriculum to further graduate students' understanding of the importance of research within the textiles and retail industries
- Advised graduate students on the creation of theoretical models and proposal development for use toward theses, dissertations, and additional research endeavors
- Reviewed graduate student research proposals and promoted ethical research methods

Combined Level Courses

TMFD 413/813 Merchandising III: Textile and Apparel Merchandise Development and Retail Strategies

- Continued to refine curriculum created as a graduate instructor to include evolving retail strategies exhibited through technology usage
- Developed a hands-on project for students to observe and analyze behavior in context

TMFD 412/812 Product Development III: Trend Analysis and Product Conceptualization

- Established additional measures of student progress to be utilized through department assessment for UNL's Achievement-Centered Education (ACE) program

Undergraduate Level Courses

TMFD 312 Product Development II: Fashion Analysis and Presentation

- Developed curriculum to incorporate illustration utilizing hand sketching and computer-aided flat drawing with specs
- Integrated Adobe Illustrator, Photoshop, Kaledo, and Excel into course projects

Primary Instructor

2014, 2015

TMFD 413/813 Merchandising III: Textile and Apparel Merchandise Development and Retail Strategies

Department of Textiles, Merchandising and Fashion Design, University of Nebraska-Lincoln

- Developed curriculum to encompass emerging technology in retail and variations in consumer behavior
- Technology-intensive course developed skills in Visual Retailing Software, Adobe Photoshop and Illustrator, and Microsoft Excel, Word, and PowerPoint

Graduate Teaching Assistant

2012-2014

TMFD 412/812 Product Development III: Trend Analysis and Product Conceptualization

Department of Textiles, Merchandising and Fashion Design, University of Nebraska-Lincoln

- Assisted Dr. Rita Kean in creating a trend development schematic for student use
- Graded and assessed student work
- Assisted students with Adobe Photoshop and Illustrator

Graduate Teaching Assistant

2010-2012

TMFD 312 Product Development II: Fashion Analysis and Presentation

TMFD 412/812 Product Development III: Trend Analysis and Product Conceptualization

TMFD 413/813 Merchandising III: Textile and Apparel Merchandise Development and Retail Strategies

Department of Textiles, Merchandising and Fashion Design, University of Nebraska-Lincoln

- Assisted Dr. Young Ha in grading student work
- Supervised and instructed students in Visual Retailing Software

Undergraduate Teaching Assistant

2009-2010

ADHM 385 Global Fashion Economics

ADHM 470 Retail Financial Management and Control

Department of Apparel, Design, and Hospitality Management, North Dakota State

- Assisted Dr. Jaeha Lee in grading student work
- Aided in trend research for professional use

ADDITIONAL RESEARCH EXPERIENCES

Preparing 21st Century Students for Industry Success 2013-2014

Supervisor Dr. Rita Kean

- Assisted in data collection for multiple interviews
- Transcribed and analyzed qualitative data into overarching themes

Rural Retailing 2012-2013

Supervisor Dr. Rita Kean

- Transcribed participant interviews
- Analyzed qualitative data into codes and themes

Visual Components of E-Commerce 2010-2012

Supervisor Dr. Young Ha

- Conducted library searches and research focused on the technology acceptance model
- Reviewed and edited articles for publication

PUBLICATIONS AND PRESENTATIONS

Jorgensen, J., & Kean, R. (In Preparation). College Students' Purchase Behavior Utilizing Visual Technologies and Personal Communication: A Quantitative View into Socialization.

Jorgensen, J., & Kean, R. (In Preparation). A Mixed Methods View into the Co-Dependence of Visual Social Media, Internet Product Search, Parents, and Peers on College Students' Purchase Behavior.

Jorgensen, J., & Kean, R. (In Preparation). The Discovery of Product Ideas and Information Before Purchase Decisions for College Students.

Jorgensen, J., & Kean, R. (2015). Development of Schematic Tool for Use in a Senior Capstone Course. *Proceedings from ITAA '15: International Textiles and Apparel Association Conference*.

Johnson, J., & Ha, Y. (2013). Modern Consumer Socialization. *Proceedings from ITAA '13: International Textiles and Apparel Association Conference*.

“Color Forecasting.” Trend Analysis Course: University of Nebraska-Lincoln, October 2012, 2014.

“Visual Retailing Software: Faculty Seminar.” University of Nebraska-Lincoln, August 2012.

“Assortment Planning.” Merchandising Course: University of Nebraska-Lincoln, March 2012.

PROFESSIONAL EXPERIENCES

Sourcing and Merchandising Intern

May 2009-August 2009

Calvin Klein New York Corporate Office, New York City, New York

- Maintained fabric and trim cataloging systems for the Spring and Summer 2010 line
- Assisted in Web PDM creation and updates for woven and knit tech packs
- Attended product fitting meetings to determine usability and comfort

Merchandising and Marketing Assistant

May 2008-October 2008

NBTY Puritan's Pride Vitamins, Fargo, North Dakota

- Produced product and pricing competitive analyses for all products
- Assembled sales trend reports through current sale analysis and top seller reports
- Created a color trend forecast for natural cosmetics
- Participated in a buying team for long-tail products
- Effectively maintained a pricing master file with over 3,000 active products

HONORS AND AWARDS

- Recipient of 2013-2014, 2014-2015 Dr. Joan Laughlin Fellowship
- Recipient of 2010-2012 Edgren Graduate Tuition Fellowship
- Recipient of 2010-2011 Grace Margaret Morton Fellowship
- Summa cum laude graduate honors at North Dakota State University
- Recipient of 2009 Alvin L. Arnson Memorial Scholarship for academic performance
- Recipient of 2008-2009 Elsie Pitzenburger Scholarship for academic performance
- Elected as the 2008 Music and Slideshow Committee Chair for the Fashion, Apparel, and Business Organization's annual fashion show
- Elected as Hospitality Officer 2007-2009, Fashion, Apparel, and Business Organization
- Recipient of 2007-2008 Most Organized Award, Fashion, Apparel, and Business Organization
- Recipient of 2007-2008 Doris Mae Holzman Wischow Scholarship based on academic performance
- Recipient of 2007-2008 Fashion, Apparel, and Business Organization Scholarship based on group leadership

PROFESSIONAL MEMBERSHIPS AND ACTIVITIES

National Retail Federation (NRF) Faculty Sponsor 2015-Present

University of Nebraska-Lincoln

- Served as a catalyst for NRF chapter involvement
- Attended university partner meetings throughout the year
- Organized a student study tour to NRF's Big Show in New York City for course credit

Her Campus Faculty Advisor 2015-Present

University of Nebraska-Lincoln

Mixed Methods International Research Association (MMIRA) Member 2015-Present

American Collegiate Retailing Association (ACRA) Member 2015-Present

Graduate Student Ambassador 2013-2015

Office of Graduate Studies, University of Nebraska-Lincoln

- Assisted in graduate student recruitment
- Wrote blog articles on graduate student experiences
- Contributed to undergraduate and graduate student research fairs and new student orientations

International Textile and Apparel Association Member 2012-Present

- Annual conference presentation "Modern Consumer Socialization," October 2013
- Poster presentation "Development of Schematic Tool for Use in a Senior Capstone Course," November 2015

COMMUNITY INVOLVEMENT

UCARE Undergraduate Research Mentorship Application Reviews April 2014

University of Nebraska-Lincoln

- Reviewed applications for undergraduate student research opportunities
- Ranked applications based on potential quality of research, contribution to existing literature, amplitude of experience for student, and completeness of application

Ronald McDonald House Charity Volunteer 2007-2012

- Assisted in preparing for annual “Sweetheart Ball” and “5k Red Shoe Run” events
- Completed tasks as set by event organizer, including: videotaping event, organizing donations, assisting with silent auctions

Textile Society of America Symposium Volunteer October 2010

- Assisted members in preparing for digital presentations

TECHNOLOGICAL SKILLS

- Visual Retailing Software
- WebPDM
- MAXQDA
- SPSS Statistical Software
- Microsoft Office: Word, Excel, PowerPoint, Access, Publisher, Visual BASIC
- (X)HTML coding
- SnapFashun
- SimVenture
- Blackboard
- Adobe Suite: Photoshop, Dreamweaver, Illustrator

Microsoft Certification in Word and Excel