

## ACADEMIC STAFF PROFESSIONAL PROFILE FORM

### 1. Personal Data

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| <b>Name:</b> Dr. Tracy Diane Cassidy   |
| <b>Title/Qualifications:</b> Dr, PhD, MA and BSc (A on CV) Page 1                                    |
| <b>Department/Unit/Section:</b> School of Design   |
| <b>Contact Address:</b> University of Leeds. Leeds LS2 9JT   |
| <b>Position:</b> Lecturer in Fashion Marketing and Programme Manager for BA (Hons) Fashion Marketing |
| <b>Area of Specialization:</b> Colour Forecasting  |
| <b>Research Interests:</b> All areas of Fashion and Textile Design, Marketing and Interiors          |
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### 1. Conference Presentations

| S/No | Presenter     | Title of Paper presented | City/Country | Date of Conference | Funding (US\$) |
|------|---------------|--------------------------|--------------|--------------------|----------------|
| 1.   | T. D. Cassidy | Theoretical Creation     | Egypt        | 2010               |                |
| 2.   | T. D. Cassidy | Colour Selection         | Taman        | 2010               |                |
| 3.   | S. Gies       | Material Culture         | Texas        | 2011               |                |

### 2. Funded projects

| S/ No | Researcher    | Year | Title            | Granting Body                | Funding (US\$) |
|-------|---------------|------|------------------|------------------------------|----------------|
| 1.    | T. D. Cassidy | 2014 | Rostalgic Design | White Rose Consortium (AHRC) | 322,000        |

### 3. Publications

| S/No. | Author                   | Year | Title            | Journal      | ISBN/ISSN Reference No.  |
|-------|--------------------------|------|------------------|--------------|--|
| 1.    | Diane T & Cassidy T      | 2005 | Colour F/C       | Book         | Diane, T. & Cassidy, T. Colour Forecasting. Blackwell Publishers Ltd (Translated(2007) Textile China Press) (First Author  |
| 2.    | Cassidy T.D              | 2013 | Sustainable Col. | Book Chapter | Cassidy, T. D Sustainable Colour Forecasting in (Eds) Gardetti, M.A & Torres, A.L 'Sustainable Fashion & Textiles' Greenleaf Publishing: Sheffield UK Chapter 6 p111-124 |
| 3.    | Cassidy T.D. & Bennet HR | 2012 | The rise of      |              | Cassidy, T. D, & Bennett, H.R., The Rise of Vintage fashion and  |

|  |  |  |         |  |  |
|--|--|--|---------|--|--|
|  |  |  | Linkage |  | the Vintage consumer, Journal of Fashion Practice 4 (2): 239-262 |
|--|--|--|---------|--|--|

#### 4. Affiliation to Professional Bodies

| S/No | Name of professional body              |
|------|--|
| 1.   | Fellow of the Higher Education Academy |

#### 5. National and International awards and Recognitions

| S/No | Name of award or Recognition | Awarding Organization/Body              | Year |
|------|------------------------------|---|------|
| 1.   | Academic Advisor             | Commonwealth Scholarship Commission UK. | 2014 |

#### 6. External Examination (if any)

| S/No | Institution              | Year            |
|------|--------------------------|-----------------|
| 1.   | Heriot –Watt, UK         | 2013 – on going |
| 2.   | University of Manchester | 2008- 2012      |

#### 7. Supervision of postgraduate students (if any)

| S/No | Name of student | Thesis title                | Status of project(e.g.Fiest year etc) |
|------|-----------------|-----------------------------|---------------------------------------|
| 1.   | HeWonLim        | A malleable Dress Form      | 2 <sup>nd</sup> Year                  |
| 2.   | ZiYoung Kang    | Simulating historic Costume | 2 <sup>nd</sup> Year                  |
| 3.   | Christine Twine | Trend Forecasting           | 4 <sup>th</sup> Year (P/T)            |

#### 8. Administrative positions held to date

- Programme Manager for BA(Hons) Fashion Marketing
- Module Manager for:
  - Research methods
  - Trends and Trend Forecasting
  - Collaborative Marketing and Promotion
  - Retailing and Visual Merchandising
  - Fashion Technologies Research Centre leader
  - Subject Tutor for Business for Fashion 1 & 2 (BA (Hons) Fashion Design & Technology, BSc (Hons) Fashion Materials and Technology & BA (Hons) Clothing Design & Technology Programmes).
  - Year Tutor for Bsc (Hons) International Fashion Marketing 1 & Subject Tutor for Fashion Marketing 1 & 2.