

Jaleesa Reed

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education

- 2021 Ph.D., Polymer Science, Fiber, and Textiles, University of Georgia
emphasis in International Merchandising
 - 2015 M.S., Textiles, Merchandising, and Interiors, University of Georgia
emphasis in Historic & Cultural Aspects of Dress
 - 2013 B.S., Fashion Merchandising, University of Georgia
emphasis in Global Soft Goods Merchandising and Manufacturing
minor in Art History
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certificates

- 2022 Certificate in Interdisciplinary Qualitative Studies
Qualitative Research and Evaluation Methodologies, University of Georgia
 - 2021 Interdisciplinary Certificate in University Teaching
Graduate School & the Center for Teaching and Learning, University of Georgia
 - 2021 Certificate in Urban and Metropolitan Studies
Department of Geography, University of Georgia
 - 2015 Graduate Certificate in Women's Studies
Institute for Women's Studies, University of Georgia
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academic positions

- 2023 - present assistant professor, Human Centered Design
Cornell University
- 2021 - 23 assistant research professor, Human Centered Design
Cornell University
- fa19, spr20 instructor, Institute for Women's Studies
University of Georgia

- 2019 China Study Abroad program co-leader, Textiles, Merchandising, and Interiors
University of Georgia
- fa16,17,19 instructor, Textiles, Merchandising, and Interiors
University of Georgia
- 2015 editorial assistant, *Fashion, Style & Popular Culture: Special Issue on Latin American and Latino Fashion*, 3(1)
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publications

*corresponding author

book chapters

1. **Reed, J.*** (in press). Millennial agency and liberation within Black American beauty standards. In Hernández-Medina, E. & Maíllo-Pozo, S. (Eds.), *Embodiment and Representations of Beauty, Advances in Gender Research*, 34.
2. **Reed, J.*** & Medvedev, K. (2020). Beauty entrepreneur with a social conscience: Rihanna gets real with her power and influence. *Ethical Glamour: Styling & Branding Persona*. WaterHill Publishing. (pp. 104-111).
3. **Reed, J.*** (2019). Cosmetic counter connotations: Black millennial women and beauty. In K. Miller-Spillman & A. Reilly (Eds.), *The Meanings of Dress*, 4th edition. Fairchild Books. (pp. 165-169).
4. **Reed, J.*** & Medvedev, K. (2018). The beauty divide: Black millennial women seek agency with Makeup Art Cosmetics. In A. Lynch & K. Medvedev (Eds.), *Fashion, agency, and empowerment*. London: Bloomsbury. (pp.11-27). <https://doi.org/10.5040/9781350058293.ch-001>

peer refereed articles

1. Poe, J.*, **Reed, J.**, & Nunley, R. (2024). New considerations for Sista Circle Methodology: Applications in relation to beauty, femininity, and place. *Qualitative Inquiry*. <https://doi.org/10.1177/10778004241250071>
2. **Reed, J.*** & Miller, C. (2023). A scoping review of Black American beauty from 1995 to 2022. *Journal of Black Studies*, 54(5), 432-450. <https://doi.org/10.1177/00219347231173152>
3. **Reed, J.*** & Medvedev, K. (2023). A missing site of Black beauty history: The Black beauty supply store. *Clothing and Textiles Research Journal*. <https://doi.org/10.1177/0887302X231160428>
4. Kopot, C.* & **Reed, J.** (2022). Shopping for beauty: The influence of the pandemic on body appreciation, conceptions of beauty, and online shopping behavior. *Journal of Global Fashion Marketing*, 14(1), 20-34 <https://doi.org/10.1080/20932685.2022.2085602>
5. **Reed, J.***, Kopot, C., & Medvedev, K. (2022). Student perceptions of asynchronous learning in an introductory online fashion course. *International Journal of Fashion Design, Technology, and Education*, 16(1), 79-87. <https://doi.org/10.1080/17543266.2022.2124313>
6. **Reed, J.***, Covington, S., & Medvedev, K. (2022). Creating room for social justice pedagogy in fashion education. *Clothing and Textiles Research Journal*, 41(1), 6-9. <https://doi.org/10.1177/0887302X221099824>

book reviews

1. **Reed, J.*** (2024). [Review of the books *Textures: The History and Art of Black Hair* and *Black Hair in a White World* by Tameka N. Ellington and Joseph L. Underwood. *Dress*. <https://doi.org/10.1080/03612112.2024.2350856>

teaching materials

1. Kopot, C. & **Reed, J.*** (2020). Evaluating Nordstrom's success as an omnichannel retailer. *Bloomsbury Fashion Business Cases*. Bloomsbury Publishing: Digital Resources.

papers under review

1. **Reed, J.*** (under review). Selling Black American beauty: The intersection of cultural and financial capital at the beauty supply store. *Journal of Cultural Economy, Special Issue: Embedded Knowledge in Fashion Economies*.

presentations

1. Tomfohrde, P. & **Reed, J.** (May 2024). Fibershed: Expanding strengths towards a sustainable new model for fiber production. *Costume Society of America, Annual Meeting & Symposium: Looking Forward, Reflecting Back*. Washington, D.C.
2. Poe, J. & **Reed, J.** (April 2024). L.A. geographies of Black beauty and femininity. *American Association of Geographers Annual Meeting; Session: The Colorblindness of Landscape Planning: Greening or Whitening?* Honolulu, HI.
3. **Reed, J.** (March 2023). Connecting Black American beauty culture to spaces and places. *American Association of Geographers*, virtual.
4. **Reed, J.** (November 2022). Invisible narratives of Black American beauty at the Black beauty supply store. *National Women's Studies Association: killing rage: resistance on the other side of freedom*. Minneapolis, MN.
5. **Reed, J.** (May 2022). Inequality in beauty retail: Defining millennial Black women's experiences at the Black beauty supply store. *Costume Society of America Annual Meeting & Symposium: Innovation through Dress*. Minneapolis, MN.
6. Kopot, C. & **Reed, J.** (November 2021), Examining the relationship between beauty, body image, and trust in omnichannel beauty retailers. *International Textile and Apparel Association, Annual Meeting & Symposium: Breaking Boundaries*. virtual.
7. Covington, S., **Reed, J.**, & Medvedev, K. (October 2021). Diversity in fashion: Centering positionality and social justice pedagogy. *The Digital Multilogue on Fashion Education*. virtual.
8. **Reed, J.**, & Kopot, C. A. (March 2021). The Glossier beauty space: A millennial approach to brick-and-mortar retail. *2021 American Marketing Association and American Collegiate Retailing Association Conference*, virtual.
9. Kopot, C. and **Reed, J.** (October 2019). "Teaching retail math to Generation Z: A student-centered approach to retail math" *International Textile and Apparel Association, Annual Meeting & Symposium: Risk and Reward*. Las Vegas, NV.
10. **Reed, J.** and Medvedev, K. (July 2018). "Beauty entrepreneur with social conscience: Rihanna gets real with her power and influence, "Bridging Gaps: Where is Ethical Glamour in Celebrity Culture? Lisbon, Portugal.

posters

1. **Reed, J.** (May 2023). "Designing and manufacturing representations of Filipina identity: Examining the Terno as a dress artifact," *Costume Society of America, Annual Meeting & Symposium: Crossroads of Dress & Adornment: Creativity, Culture, & Collaboration*. Poster. Salt Lake City, UT.
2. **Reed, J.** (October 2022). Millennial perspectives on social justice and the commitment to buying Black. *International Textile and Apparel Association, Annual Meeting & Symposium: Innovate to Elevate*. Poster. Denver, CO.

3. **Reed, J.**, Covington, S., & Medvedev, K. (November 2021). Centering social justice pedagogy in fashion education. *International Textile and Apparel Association, Annual Meeting & Symposium: Breaking Boundaries*. Poster. virtual.
4. **Reed, J.** (April 2019). "The transformation of the *Terno*: The influence of colonization on the traditional women's dress of the Philippines," *Costume Society of America, 45th Annual Meeting & Symposium: The Pacific Rim & Beyond: Diffusion and Diversity in Dress*. Seattle, WA. Poster.

invited talks

- 2024 Sista Circle Methodology as Method and Intervention with Jocelyn Poe
Cornell Qualitative and Interpretive Research Institute
- 2022 Millennial beauty bias: Implications of retail store design in Black beauty supply stores
Bronfenbrenner Center for Translational Research: Talks at Twelve, Cornell University
- 2022 Applying for jobs (panelist)
Advanced Seminar in Qualitative Research, University of Georgia
- 2021 Tips on writing manuscripts with a social justice and critical lens (panelist)
ITAA Annual Meeting & Symposium: Breaking Boundaries
- 2020 Selling effortless beauty at Glossier
Institute for Women's Studies: Friday Speaker Series, University of Georgia
- 2019 Crafting a Teaching Philosophy Statement
Graduate Seminar in the Center for Teaching and Learning, University of Georgia
- 2017 Factors Affecting Apparel Selection
Textiles for Consumers, University of Georgia
- 2017 Becoming the Instructor of Record
Graduate Seminar in the Center for Teaching and Learning, University of Georgia
- 2015 Threats to Apparel Quality: A ZARA case study
Apparel Quality Analysis, University of Georgia

grants

awarded

- 2023 Cornell Center for Social Sciences' grant program (\$7,000)
with Kim, W. B., & Yoon, S. *Metaverse Magic: Fostering Consumer Creativity in Virtual Retail Spaces with Psychological Virtuality*
- 2023 Small Grants Program (\$2,000)
Qualitative and Interpretive Research Institute, Cornell Center for Social Sciences
Investigating Store Experiences at the Black Beauty Supply Store
- 2019-21 New Approaches Grant Program (\$6,555)
Office of Institutional Diversity, University of Georgia
with Covington, S. & Medvedev, K. *New Approaches to Promote Diversity and Inclusion*

under review

- 2024 Federal Capacity Funds: Hatch Research Program (\$179,954)
Cornell University Agricultural Experiment Station, National Institute of Food and Agriculture (NIFA)
with Tomfohrde, P. *Thriving Forward: Overcoming Barriers to Future Agricultural Careers for Black Youth in New York State*

not funded

2024 PCCW Mission Grant (\$21,650)
President's Council of Cornell Women
with Poe, J. *Beauty and Place-Making in New York*

awards, honors, & fellowships

2024-25 **CCSS Faculty Fellows** (\$8,500)
Cornell Center for Social Sciences

2024 **Featured QUIRI Researcher**
Qualitative and Interpretive Research Institute, Cornell Center for Social Sciences

2023-24 **CCSS Collaborative Fellowship** (\$27,000; \$13,500 each)
Cornell Center for Social Sciences
with Poe, J. *Black Femininity Placed: An Exploration of Beauty and Placemaking in L.A.*

2023 **Women of Color Leadership Project**
National Women's Studies Association

2021-23 **Provost's New Faculty Fellowship**
Cornell University

2020-21 **Dissertation Completion Award**
Graduate School, University of Georgia

2019-20 **Future Faculty Fellows Program**
Center for Teaching and Learning, University of Georgia

2018 **Outstanding Teaching Assistant Award**
Graduate School, University of Georgia

2017-18 **Emerging Leaders Program**
Graduate School, University of Georgia

2015-17 **Diversity and Inclusion Graduate Fellows Program**
Franklin Office of Inclusion and Diversity Leadership, University of Georgia

courses taught

Cornell University

s24 FSAD3330: Retail Buying and Merchandising
Department of Human Centered Design
class enrollment: 30

f23 FSAD 2310: Fashion Product Management
Department of Human Centered Design
class enrollment: 58

f22 FSAD 4010: Empirical Research
s23, 24 Department of Human Centered Design
total class enrollment: 4

University of Georgia

f19, s20 WMST 1110: Multicultural Perspectives of Women in the U.S.
Institute for Women's Studies
class enrollment: 40

f17, 19 TXMI 4230: Dress, Society, and Culture
Department of Textiles, Merchandising, and Interiors
class enrollment: 45

f16 TXMI 3210: Fundamentals of Fashion Merchandising
Department of Textiles, Merchandising, and Interiors
class enrollment: 23

mentorship

graduate students

2023-	Dorothy Vernon	MA	chair
2022-	Paige Tomfohrde	PhD	chair
2024-	Shawkay Ottmann	PhD	internal field member
2023-24	Kat Roberts	PhD	internal field member
2022-24	Dyese Matthews	PhD	internal field member
2022	Smruti Mahapatra	PhD	internal field member

undergraduate students

2023	Christine Yang	sustainable hair practices in Black beauty culture
2023-24	Sheryl Chorne	historical research on beauty supply stores
2023-24	Julianna Gembs	Filipina national dress across the diaspora
2023-24	Talia Netzer	natural vs. green descriptors for clean beauty consumers
2023-24	Angelina Rappa	building community in retail spaces

honors thesis

2023 Kyra Kozin external examiner
The shopping experience of the future: A comparison of consumer experience in technology-enhanced retail environments within the sports and beauty industries

2023 Svlvie Lane external examiner
The shopping experience of the future: Tapping into customer brand experience in technology-enhanced beauty retail environments

digital media and exhibitions

f22 - The Dictionary of Filipino Dress. Hosted on the [Asian Fashion Archive](#).
Created with Cornell undergraduates Alyssandra Rae Ortanez '23 and Julianna Gembs '27, the Dictionary of Filipino Dress is a list of terms relevant to Filipino dress throughout history, with an emphasis on the *terno*.

2017 Diversity Deconstructed
Family and Consumer Sciences Diversity Week
College of Family and Consumer Sciences, Athens, GA

workshops

Covington, S., **Reed, J.**, & Medvedev, K. (2021, Apr 29). *Fashion x Disability*. Panel discussion, virtually hosted by the Department of Textiles, Merchandising, and Interiors, University of Georgia, Athens, GA.

Reed, J., Covington, S., & Medvedev, K. (2020, Nov 19). *Fashion from the perspective of race, ethnicity, and culture*. Workshop presented during FACS Diversity Week, virtually hosted by the Department of Textiles, Merchandising, and Interiors, University of Georgia, Athens, GA.

Reed, J., Covington, S., & Medvedev, K. (2020, Sep 25). *Diversity in the fashion industrial complex: Race and fashion*. Workshop presented at the Digital Multilogue on Fashion Education, virtually hosted by The American University of Paris, Paris, France.

Wiggins, A., Janovec, A., & **Reed, J.** (2020, Feb 1). Generative learning strategies: Building meaningful knowledge to apply to new situations in the classroom. Workshop presented at the Spring Teaching Symposium for the Center for Teaching and Learning, Athens, GA.

Reed, J. & Rathnaweera, H. (2019, Nov 6). *Developing your teaching portfolio*. Workshop presented at the UGA Center for Teaching and Learning TA Café series, Athens, GA.

service

department

- 2024- advisor, Cornell Fashion Industry Network
Department of Human Centered Design, Ithaca, NY
- 2024 search committee member, open rank/professor of practice in Fashion Design Management
- 2023 search committee member, associate/full professor in Fashion Design Management
- 2022- selection committee, Hybrid Body Lab Artist-in-Residence Program
Department of Human Centered Design, Ithaca, NY
- 2022 faculty lead, Laundress Lecture
Department of Human Centered Design, Ithaca, NY
- 2021- advisory committee, Cornell Fashion + Textile Collection
Department of Human Centered Design, Ithaca, NY
- 2017-21 advisor, The Agency
Department of Textiles, Merchandising, and Interiors, Athens, GA

university

- 2020-21 committee member, Quality Enhancement Plan Development and Implementation
Office of Accreditation and Institutional Effectiveness, Athens, GA
- 2020 applicant review team, Future Faculty Fellows Program
Center for Teaching and Learning, Athens, GA
- 2020 committee member, Women's Studies Student Symposium 2020
Institute for Women's Studies, Athens, GA

- 2018 FACS Awards Committee for Early Career Research Award
College of Family and Consumer Sciences, Athens, GA
- 2018 panel chair, "Art as Resistance: From visual to performance"
Institute for Women's Studies, Athens, GA
- 2017 volunteer, Women and Girls in Georgia Conference
Institute for Women's Studies, Athens, GA
- 2016-17 Safe Space Facilitator, LGBT Resource Center
Division of Student Affairs, Athens, GA
- 2014-15 president, TMI Graduate Student Association
Department of Textiles, Merchandising, and Interiors, Athens, GA

professional organizations

- American Association of Geographers

- Canadian Fashion Scholars Network
2020 moderator, Digital Working Group for Fashion and Race

- Costume Society of America
2024 task force member, rubrics for National Symposium
2023-25 co-chair, CSA Scholars' Roundtable Honor
2023- Board of Directors
2023 abstract reviewer, National Symposium
2020 abstract reviewer, Southeastern Regional Symposium
2016-21 membership chair, Southeastern Region

- International Textiles and Apparel Association
2023 reviewer, Paper of Distinction, Annual Meeting
2023 reviewer, abstracts for pedagogy track, Annual Meeting

- National Women's Studies Association

journals

Critical Studies in Fashion & Beauty, manuscript reviewer
Journal of Applied Journalism & Media Studies, manuscript reviewer

community

[Delta Phi Lambda Sorority, Inc.](#)

- 2022-2023 Chair, Interim Strategic Advisory Council
- 2017-2021 President, Board of Directors
- 2016-2017 Interim President, Board of Directors
- 2015-2016 Vice President of Collegiate, Board of Directors
- 2013-2015 Director of New Member Services, National Headquarters Staff