

# Belange Mutunda

Fashion Entrepreneur | Educator | Emerging Scholar

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## CURRICULUM VITAE

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### EDUCATION

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| <b>Iowa State University</b><br>Ames, IA               | <b>Ph.D. in Apparel, Merchandising and Design</b><br>GPA: 3.97 (Cumulative)<br>GPSS Student Senator & Wellness Committee Member   | ABD - Feb 2026<br>Completion<br>expected: Nov 2026 |
| <b>LIM College</b><br>NYC, NY                          | <b>Master of Professional Studies (MPS) in Fashion Marketing</b><br>GPA: 3.97<br>Honor student via Alpha Beta Kappa National Honor Society, LIM College Chapter (Inducted 2023)                 | 2022   |
| <b>Iowa State University</b><br>Ames, IA               | <b>B.S. in Apparel, Merchandising and Design - Creative &amp; Technical Design focus</b><br>GPA: 3.80<br>Honor student via National Society of Collegiate Scholars, ISU chapter (Inducted 2019) | 2020   |
| <b>Des Moines Area Community College</b><br>Ankeny, IA | <b>A.A.S in Fashion Design and Merchandising &amp; ASG Associate of General Studies</b><br>GPA: 3.84<br>Honor student via Phi Theta Kappa Honors Society (Inducted 2018)                        | 2018   |

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### DOCTORAL DISSERTATION

**Mutunda, B.** (Date TBD). *Bridging the gap: A mixed methods evaluation of university-based entrepreneurship support networks in preparing non business majors for business ownership.*

**Focus:** Effectiveness of entrepreneurship support networks for creative discipline students who lack formal business training

**Status:** Dissertation proposal approved (May 2025); manuscript currently in revision

EXPERIENCE

Academic Experience

Graduate Teaching Experience at Iowa State University (Fall 2024 - present)

**Role:** Instructor of Record and University Lecturer  
**College:** College of Health and Human Sciences  
**Department:** Apparel, Events and Hospitality Management  
**Teaching Program:** Fashion Design and Merchandising (FDM) (Undergraduate)  
**Teaching Model:** Learning by doing with emphasis on experiential and real-time applied learning.  
**Courses Taught:** FDM 2450 & FDM 2100

Courses Details

Course #1: FDM 2450 Aesthetics and Brand Image

| Credits   | Enrollment    | Semesters Taught                     |
|-----------|---------------|--------------------------------------|
| 3 credits | 15<br>47<br>9 | Fall 2024<br>Spring 202<br>Fall 2025 |

Course Duties

- Independently teach core concepts of aesthetics, the elements and principles of design, branding strategies, and consumer behavior through weekly lectures and applied demonstrations
- Prepare all instructional materials including lectures, assignments, assessments, Canvas modules, and final project guidelines
- Plan and host guest speaker workshops that connect course concepts to real industry practice
- Provide individualized feedback through scheduled check ins to strengthen student ideas and project development
- Recruit, supervise and mentor undergraduate teaching assistants, including training in grading accuracy, instructional communication, classroom management, and leadership skills

Course Contributions

- Redesigned the course in Spring 2025, as part of doctoral teaching practicum requirement, into a semester long experiential learning lab
- Introduced a client-based branding project competition where students work in groups, act as a branding agency to create a brand expansion proposal for a local business, and compete against other groups
- Integrated cross disciplinary teamwork that mirrors real branding agency structures
- Implemented skills in entrepreneurship, brand identity development, consumer profiling, market analysis, trend forecasting, product development, marketing, advertising, and AI-assisted virtual merchandising
- Organized final pitch event with academic and industry judges
- **Redesign was officially adopted by the department, inspired ISU Miller Grant proposal, and continues to expand**

## FDM 2450 Teaching Evaluation Summary

### Fall 2024

- Overall Course Rating: 4.33
- Overall Instructor Rating: 4.33
- Students praised detailed feedback, patience, support and clarity

### Spring 2025

- Overall Course Rating: 3.59  
Overall Instructor Rating: 3.75
- Students appreciated the one-on-one feedback, structured check ins, and the chance to build a brand from the ground up.
- Students highlighted that the final project and group work helped them connect theory to practice.

## Course #2: FDM 2100 Computer Applications in Digital Design

| Credits   | Enrollment     | Semesters Taught                     |
|-----------|----------------|--------------------------------------|
| 3 credits | 39<br>40<br>37 | Fall 2024<br>Spring 202<br>Fall 2025 |

### Course Duties

- Independently teach Adobe Suite software: Adobe Illustrator, Photoshop, and Express, including digital sketching, rendering, photo editing, textile design, graphic design and AI assisted design
- Teach web design and digital portfolio development via Wix platform
- Provide in class demonstrations with step-by-step walkthroughs
- Develop and maintain Canvas modules, assignments, rubrics, assessments, and course schedule
- Recruit, train, mentor and oversee undergraduate teaching assistants (UG TAs) assigned to the course

### Course Contributions

- Oversee licensing partnership between FDM 2100 and Make-A-Wish Iowa
- Guide students in creating original graphic designs for Make-A-Wish World Wish Month campaign
- Mentor students through the pitching process and brand approval workflows
- Integrated WGSN and Pantone Connect (Since spring 2025) to align classroom instruction with industry current practice
- Strengthened student readiness for creative direction, digital design, branding, and digital content creation

## FDM 2100 Teaching Evaluation Summary

### Fall 2024

- Overall Course Rating: 3.88
- Overall Instructor Rating: 3.92
- Students highlighted helpfulness, clarity, and effectiveness of tutorial videos
- Students noted appreciation for encouragement and check in sessions

**Spring 2025**

- Overall Course Rating: 4.08
- Overall Instructor Rating: 4.04
- Students emphasized value of in class demonstrations combined with pre-recorded video tutorials

**Course #3: FDM 4900R Independent Study: Professional Practice (TA Mentorship)**

| Credits                                   | Enrollment  | Semesters Taught                     |
|---|-------------|--------------------------------------|
| 1 or 3 credits<br>(varies by<br>workload) | 3<br>9<br>8 | Fall 2024<br>Spring 202<br>Fall 2025 |

**Course Duties**

- Recruit and mentor undergraduate teaching assistants for FDM 2100 and FDM 2450 course assistance
- Train TAs in instructional support, grading, communication, leadership, and professional skills
- Review weekly TAs growth journals and provide feedback
- Monitor TA work hours and progression

**Course Contributions**

- Developed a structured mentorship model preparing TAs for careers in industry or academia
- Mentor students in “teacher role” opportunities such as developing in-class activities, leading in-class discussion independently, holding office hours for one-on-one help sessions with students and cross-collaborating with other TAs during assignment grading sessions.
- Provide continuous leadership and professional readiness development
- Strengthened classroom learning environments through trained and supported TAs

**FDM 4900R Teaching Evaluation Summary****Spring 2025**

- Overall Course Rating: 4.75  
Overall Instructor Rating: 4.25
- TAs described me as attentive, responsive, and supportive.
- They reported feeling well guided in their instructional responsibilities and appreciated the support provided for their success as both students and TAs.

**Research Assistant Experience at Iowa State University****Miller Faculty Fellowship Grant Research Fellowship (Summer 2025 - present)**

**Role:** Research Assistant (RA) under Dr. Ling Zhang and Dr. Ann-Marie Fiore and Instructor of Record for FDM 2450

**College:** College of Health and Human Sciences

**Department:** Apparel, Events and Hospitality Management

**Project title:** *A Cross Course AI Enriched Collaboration: Embedding Four High Impact Practices for Students' Future Readiness*

### **Responsibilities**

- Conduct literature search, analysis, and annotated summaries
- Contribute to development of curriculum, AI modules, and course pack
- Assist with survey and instrument development
- Support IRB documentation and protocol management
- Assist with data collection and data organization
- Support manuscript drafting and scholarly dissemination
- Coordinate cross course implementation through instructional duties in FDM 2450
- Lecture and facilitate project alignment between sophomore and senior level courses

### **Undergraduate Teaching Assistant Experience at Iowa State University**

**Role:** Undergraduate Teaching Assistant in FDM 2100 & FDM 3100

**College:** College of Health and Human Sciences

**Department:** Apparel, Events and Hospitality Management

**Program:** Fashion Design and Merchandising FKA Apparel, Merchandising and Design

### **Courses Details:**

#### **Course #1: FDM 3100 Computer Aided Apparel Patternmaking**

| Credits   | Credits Earned as TA | Enrollment                        | Semesters Assisted |
|-----------|----------------------|-----------------------------------|--------------------|
| 3 credits | 3 credits            | Oversaw and supported 17 students | Fall 2020          |

### **Duties**

- Served as the only undergraduate teaching assistant for the course
- Assisted with instructor with grading assignments, projects, and exams
- Supported students who needed extra help navigating Lectra Modaris for 2D drafting and pattern development when instructor was unavailable
- Taught CLO3D for simulation and animation
- Provided continuous troubleshooting and instructional support

### **High Impact Contribution: Introduction of CLO 3D to the AMD Program**

During the COVID campus shutdown, students lost access to physical labs and pattern printing. To bridge educational constraints and to ensure uninterrupted learning, I:

- Taught myself and mastered 3D Virtual Fashion with CLO3D during Summer 2020
- Proposed integrating CLO 3D into the curriculum and received instructor approval  
Created the program's first complete CLO 3D instructional module series, including avatar creation, fabric development, garment assembly, simulation, animation, and print integration

- Taught all 3D virtual design content with CLO3D while the instructor continued teaching Lectra Modaris for 2D drafting with Lectra Modaris
- Enabled students to continue garment construction, fitting, and prototyping virtually when physical labs were closed
- Significantly advanced the program's technical design curriculum during an instructional crisis

### Related Awards & Recognitions

Instructional innovation and leadership contributed to recognition as:

- **Iowa State University CHS Fall 2020 Student Marshal awarded for outstanding entrepreneurial experiences, strong GPA and commitment to "improving people's lives".**
- **Fall 2020 Graduating Outstanding Senior for the AESHM Department for innovating the AMD program**

### Course #2: FDM 2250 Patternmaking I: Drafting and Flat Pattern

| Credits   | Credits Earned as TA | Enrollment   | Semesters Assisted       |
|-----------|----------------------|--|--------------------------|
| 3 credits | 3 credits            | 20 maxima<br>Supported up to 5 students per semester | Spring 2020<br>Fall 2020 |

### Duties

- Provided one on one support to students during pattern adjustments and garment construction
- Graded quizzes, assignments, and patternmaking submissions
- Offered consistent instructional support during COVID related transitions to remote learning

### Industry Experience

**Founder, Fashion Designer, and Creative Director** at Belange Handmade LLC

March 2014 - present | Democratic Republic of Congo and United States

### Core Responsibilities

- Founded and developed an Afrocentric slow fashion womenswear and accessories brand
- Design and produce original fashion collections across apparel and accessories
- Manage strategic planning, budgeting, e commerce operations, and brand direction
- Oversee product development, inventory, and customer fulfillment workflows
- Recruited, trained, and supervised a 15-member intern team supporting design, marketing, and production for 2021 brand expansion (2021)

### Business Achievements

- Received multiple media coverage, awards and industry recognition from 2018 to present
- Secured nearly \$20,000 in competitive business grants, lines of credit and crowdfunding between 2019 and 2020 for business growth

- Built a strong online presence through digital storytelling, brand identity development, and targeted marketing
- Increased brand visibility through fashion showcases and media placements
- Designed the teal African print dress featured in Project Runway Season 17 Episode 12 in 2019, streamed on
- Bravo TV, Netflix, and Amazon Prime Video, and increased brand visibility globally

### **Licensing and Retail Partnerships**

- Established a licensing partnership with SHEIN through the SHEIN X Designer Incubator Program (2023 to present), generating six figure revenue annually
- Selected for the New Voices of Fashion 2022 QVC licensing partnership sponsored by the Fashion Scholarship Fund and Excel Brands
- Developed original designs and prints for the QVC partnership before production was discontinued due to manufacturer funding cuts

**Sales Associate and Brand Ambassador** at Gap Inc. (Banana Republic and Old Navy)  
January 2017 - May 2018 | West Des Moines, Iowa

- Began as a sales associate intern at Banana Republic and was promoted to a commissioned sales associate and brand ambassador.
- Rotated between Banana Republic and Old Navy as part of rotational management program
- Styled customers, provided product recommendations, and supported personalized shopping experiences
- Handled POS transactions and maintained cash register accuracy
- Ensured merchandising standards, store presentation, and visual displays were consistently maintained
- Built strong customer relationships that supported store engagement and return visits

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## **SKILLS**

### **Teaching and Educational Practice**

- Curriculum development, redesign, and experiential learning environment structuring
- Lecture delivery, in class demonstrations, and guided technical practice
- Mentorship and supervision of undergraduate teaching assistants
- Assignment and rubric development, grading accuracy, and student support
- Canvas course management and online instructional organization
- Communication intensive and cross functional learning experiences development

### **Research and Scholarly Skills**

- Quantitative and qualitative research methods
- Research instrument development including surveys, scales, and open-ended prompts
- Academic writing for manuscripts, abstracts, and conference submissions
- Manuscript preparation experience with academic publishers including Bloomsbury
- Literature synthesis and analytical writing

## **Research Tools and Software**

- SPSS
- NodeXL
- Qualtrics
- Microsoft Excel

## **AI and Emerging Technologies**

- ChatGPT for research ideation, and instructional assistance
- Google Gemini for multimodal analysis and generative content
- VO3 for AI driven video generation
- Generative AI tools for product ideation, brand visuals, and concept creation
- AI enhanced curriculum development and in class integration
- Custom GPT development for fashion branding instruction

## **Digital Design and Creative Tools**

- Adobe Creative Suite: Illustrator Adobe, Photoshop, Adobe Express, Adobe Lightroom, Adobe Dimension, Adobe Mixamo
- WGSN trend forecasting
- Pantone Connect for color forecasting and color matching
- CLO3D and Adobe Mixamo for 3D animation and motion applications
- Wix, Squarespace and Shopify for web design and portfolio development
- Canva for graphic design and simple web design

## **Fashion Design and Technical Construction**

- Pattern drafting by hand and flat patternmaking
- Draping for womenswear
- Garment construction and technical sewing
- Technical design processes including industry-level tech pack creation
- Surface design utilizing digital tools such as Adobe Illustrator
- Digital fashion illustration
- Mood board development and concept direction
- Collection development including silhouettes, color stories, and fabrication planning

## **Entrepreneurship**

- Small business development, management and strategic planning
- E-commerce operations and digital storefront management
- Licensing and co-branding partnerships
- Product development and merchandising
- Digital marketing including Facebook Ads, Instagram Ads, TikTok Ads and Google Ads
- Business grant writing and competitive funding acquisition
- Team recruitment, training, and supervision
- Consumer behavior analysis and branding strategy



## RESEARCH & PUBLICATIONS

### Research Interests

Fashion entrepreneurship education, consumer behavior in e-commerce, small business social sustainability, and AI in higher education.

### Funded Research Project

#### Miller Faculty Fellowship Grant, Iowa State University

- **\$50,000 awarded**
- **Role:** Graduate Instructor of Record for FDM 2450 and Research Assistant
- **Project Title:** *A Cross Course AI Enriched Collaboration: Embedding Four High Impact Practices for Students' Future Readiness*
- **Focus:** AI enriched cross course collaboration embedding High Impact Practices to improve student career readiness between senior design students in FMD 4950 and sophomore-level students in FDM 2450.
- **Timeline:** 2025 to 2026

### Research Publications (Pipeline in Progress)

**Mutunda, B.,** Hurst, J. L., and Wiryadi, W. (Date TBD). *FINESSE: Leveraging AI and 3D virtual fashion to transform sustainable fast fashion production and enhance consumer trust.*

**Focus:** AI enabled design and production processes in a digital fashion enterprise

**Status:** Proposal accepted by Bloomsbury (Sept 30, 2025); second manuscript edit under review

**Mutunda, B.,** and Chung, D. (Date TBD). *Are business incubator programs missing the basics? A semantic network analysis of foundational business concepts in U S university-based entrepreneurship support programs.*

**Focus:** Identifies conceptual gaps in university-based incubator programs

**Status:** Completed manuscript; seeking suitable journal for submission

**Mutunda, B.,** and Fiore, A. M. (Date TBD). *Learning by doing: A pilot study of experiential learning in an undergraduate aesthetics and branding course.*

**Focus:** Effects of experiential learning on student confidence, application, and career readiness

**Status:** Data collection in progress; IRB approved (IRB ID: 25 168); manuscript under development

**Mutunda, B.** (Date TBD). *From strategy to engagement: A two-phase study on the impact of product presentation on consumer behavior and business performance in micro fashion e-commerce.*

**Focus:** How product presentation shapes consumer decisions and business outcomes

**Status:** Preparing IRB submission; introduction, literature review and method sections completed

**Mutunda, B.,** Orescanin, A., and Fiore, A. M. (Date TBD). *Exploring undergraduate teaching assistant experiences in fashion education through social cognitive career theory.*

**Focus:** TA confidence, skill development, and early career direction

**Status:** Preparing IRB submission; manuscript under development

**Mutunda, B.** (Date TBD). *Designing an AI assistant for a fashion branding course: A replicable framework for AI enhanced pedagogy in higher education.*

**Focus:** Development and evaluation of a custom GPT assistant for branding students

**Status:** Manuscript under development

## Books

**Mutunda, B.** (2025). *Stop playing with your skills. Your CEO era begins now: The entrepreneur's playbook for turning side hustles into real and scalable businesses.* Amazon Kindle.

<https://www.amazon.com/author/belangemutunda>

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## PROFESSIONAL SERVICE & LEADERSHIP

### Professional Leadership Roles

**Advisory Board Member** for the Des Moines Area Community College Fashion Institute (DMACC DFI) (Spring 2022 - present)

- Provide expert guidance, industry insights, and recommendations that support curriculum enhancement and strengthen academic pathways for fashion students.
- Advocate for community college students in the Midwest to gain industry exposure and access to opportunities that are often limited at two-year institutions.
- **Proposed and contributed to college transfer articulation Agreement with LIM College NYC**
- **Proposed, facilitated and supported the partnership between DMACC DFI and the Fashion Scholarship Fund Community College Initiative**
- Related Award: DMACC 2023 Alumni Early Achievement Award

**Case Study Judge, Mentor, and FSF Alum** for The Fashion Scholarship Fund: (Spring 2020 - present)

- FSF Case Study Winner and FSF Alum, 2020
- FSF Mentor (2022 - present): Mentor university level and community college students in preparation for their case study submissions and career-wise
- FSF Case Study Judge (2023 - present)
- Related Guest Speaker Events: 2020 Summer Scholar Series on product development

### Scholarly Service

**Graduate Student Senator** for Iowa State University Graduate and Professional Student Senate (GPSS)(Fall 2025 - present)

- College of Health and Human Sciences Senator representing the Apparel, Events, and Hospitality Management programs at the university level

- Serve as an advocate for graduate student needs, academic resources, and policy concerns.
- **Wellness Committee Member:** Support campus wide initiatives focused on graduate student wellbeing, including mental health resources, academic support structures, and community engagement programming.

#### **Community and Social Officer Leader** for the DMACC Fashion Club (2017)

- Managed all social media pages for the Fashion Club.
- Led the club's marketing efforts, including promotional planning and outreach.
- Served as the club's photographer and videographer, documenting all events and activities.
- Supported community engagement by helping increase visibility and participation in club events.

#### **Marketing and Promotion Officer** for DMACC Annual Fashion Gala (Spring 2018)

- Led the marketing and advertising team for the 2018 DMACC Annual Fashion Gala.
- Sought and coordinated partnerships with show sponsors.
- Served as photographer and videographer for all fashion show photoshoots.
- Acted as creative director for photoshoots associated with the show.
- Developed all promotional materials including printed and digital flyers.
- Conducted campus wide promotion with the team to increase attendance and visibility for the show.

## **AWARDS, HONORS, & RECOGNITIONS**

### **Professional Awards**

- Fashion Advocate, Entrepreneurship Community Leader, Creative Mind, Culture Awareness, Game Changer, Paving the Way, and Creative Fashion Designer Making an Impact Award (July 5th, 2025) - Awarded by Giselle Magazine
- 2025 Iowa Person to Watch (One of the 15 People to Watch in 2025) (December 26th, 2024) – Awarded by the Des Moines Register
- 2023 DMACC Alumni Early Achievement Award (October 17th, 2023) – Awarded by Des Moines Area Community College
- In Vogue Sponsorship Award (April 13th, 2018) – Awarded by Des Moines Area Community College for sponsoring the 2018 DMACC Fashion Show under my company Belange Handmade
- 2017 Mastery of Communication Leadership Award (Summer 2017) – Awarded by the Greater Des Moines Partnership

### **Business Grants & Entrepreneurship Awards**

- College by College Pitch Off Runner Up Award **\$250 Business Grant** (Spring 2020) – Awarded by the ISU Pappajohn Center for Entrepreneurship
- Entrepreneur Scholarship Recipient **\$2000 Grant** (Spring 2020) – Awarded by the ISU Pappajohn Center for Entrepreneurship
- Civic Social Entrepreneurship Award **\$3000 Business Grant** (Summer 2019) – Awarded by the ISU Pappajohn Center for Entrepreneurship

- Business Startup Scholarship Award **\$1000 Business Grant** (Spring 2016) – Awarded by Des Moines Area Community College Foundation

## Academic Awards & Scholarships

- Iowa State University CHS Fall 2020 Student Marshal – Awarded by Iowa State University for outstanding entrepreneurial experiences, strong GPA and commitment to "improving people's lives".
  - Fall 2020 Graduating Outstanding Senior for the AESHM Department – Awarded by Iowa State University
  - Global Scholars Award \$450 Scholarship (Fall 2020) – Awarded by Iowa State University
  - John and May Pappajohn Entrepreneur Scholar \$2500 Scholarship (Fall 2020) – Awarded by Iowa State University
  - Fashion Scholarship Fund 2020 Summer Scholar Series Certificate of Completion – Awarded by the Fashion Scholarship Fund
  - Iowa State University – College of Human Sciences Dean's List: Spring 2019, Fall 2019, Spring 2020
  - Fashion Scholarship Fund 2020 Design Case Study Scholarship Award Winner \$5000 Grant (Spring 2020) – Awarded by the Fashion Scholarship Fund
  - Iowa State University International Merit Scholarship \$25000 Grant (Fall 2018) – Awarded by Iowa State University International Student Scholar Office
  - Iowa State University Presidential Scholarship \$4000 Grant (Fall 2018) – Awarded by Iowa State University's President Wendy Wintersteen
  - Best Design in Show Award (Spring 2017) – Awarded by Des Moines Area Community College for winning the Mixed Messages 2017 Annual Student Fashion Show
  - Gap Inc. For Community College Scholarship Award \$450 Scholarship Grant (Summer 2017) – Awarded by Gap Inc.
  - Des Moines Area Community College President's List and Dean's List: Fall 2015; Spring, Summer, Fall 2016; Spring, Summer, Fall 2017; Spring 2016
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## INVITED TALKS, KEYNOTES, & GUEST LECTURES

### 2025

#### **Pi515. (2025). Day of Innovation – Keynote Speaker.**

- Date: April 24, 2025, | Altoona, Iowa
- Delivered the keynote address as an alum of Pi51
- Spoke about my entrepreneurship journey and the importance of early access to incubators and entrepreneurship education for young girls

#### **Des Moines Area Community College, Fashion Institute. (2025). APP 600: Career Development Course – Guest Lecturer.**

- Date: April 20, 2025, | Ankeny Campus, DMACC
- Returned as an invited speaker to teach students about creating professional fashion portfolios
- Provided updated strategies aligned with current industry standards

#### **Iowa State University AESHM Department. (2025). Retail Ready Summit – Panelist.**

- Date: March 27, 2025, | Ames, Iowa
- Invited speaker on the value of retail partnerships for small businesses
- Presented practical strategies and tools for navigating retail environments
- Discussed licensing opportunities and key legal considerations that protect small business owners

**Thomas Jefferson University. (2025). MKTG 217 Retailing Strategy and Structure Course – Guest Speaker.**

- Date: February 19, 2025, | Virtual Event via Zoom
- Delivered a lecture on omnichannel retail strategies and how retailers can better serve underrepresented communities
- Audience included students from multiple fashion business and retail courses

## 2024

**SHEIN X Emerging Designer Instagram Live. (2024) – Guest Speaker.**

- Date: December 13, 2024, | Instagram Live
- Invited as guest on SHEIN's official Instagram page for a live segment with over 500,000 viewers
- Shared my journey in fashion and experiences in the SHEIN X Incubator Program

**DMACC Fashion Institute. (2024). Annual Student Fashion Show – Fashion Show Judge.**

- Dates: April 18 to 19, 2024 | Ankeny, Iowa
- Served as a judge for the annual fashion show
- Evaluated student collections and provided professional critique and design insights

**Pi515. (2024). Girls' Entrepreneurship Incubator Summit – Guest Speaker.**

- Date: April 7, 2024, | Des Moines, Iowa
- Shared my entrepreneurship journey with high school girls participating in the incubator program
- Taught foundational dos and don'ts of business and answered questions about starting and running a business

**Des Moines Area Community College, Fashion Institute. (2024). APP 600: Career Development Course – Guest Lecturer.**

- Date: March 28, 2024, | Ankeny Campus, DMACC
- Delivered a presentation on building fashion portfolios and preparing application materials
- Guided students through portfolio structure, presentation, and industry expectations

## 2022

**Fashion Scholarship Fund. (2022). Summer Scholar Series – Featured Speaker, Design and Product Development.**

- Date: June 7, 2022, | Virtual Event via Zoom
- Shared the stage with Jessica Lomax (Executive Vice President of Design at Calvin Klein), Christine Wu (Senior Designer at Under Armour), and Zachary Hoh (Author of the FSF 2022 Design Case Study Prompt)
- Presented during the Workforce Preparedness session of the national FSF Summer Scholar Series

- Spoke on design and product development, industry expectations, and skills needed for internships and full-time roles
- Audience included FSF Scholars, Scholar Applicants, and Alumni
- Provided insight on the product development process and strategies for building a successful design career

## 2019

**Iowa State University Pappajohn Center for Entrepreneurship. (2019). Women Who Create – Guest Speaker.**

- Date: October 22, 2019, | Ames, Iowa
- Invited speaker for Women Entrepreneurship Week
- Spoke about running a small business, raising investor funding, and strategies for scaling a growing venture

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## PRESS AND MEDIA FEATURES

### 2025

**CanvasRebel. (2025).** “How can we prepare students for a more fulfilling life and career?”  
<https://canvasrebel.com/how-can-we-prepare-students-for-a-more-fulfilling-life-and-career-88/>

**CanvasRebel. (2025).** “Meet Belange Mutunda.” <https://canvasrebel.com/meet-belange-mutunda/>

**KCCI News. (2025).** “Handmade dreams: Iowa fashion designer goes global.” By Olivia Tyler. Published March 20, 2025 <https://www.kcci.com/article/belange-handmade-mutunda-congo-iowa-fashion-design/64116416>

### 2024

**Cosmopolitan. (2024).** “SHEIN X is the place to discover new fashion names. Your closet is about to say THANK YOU!!!!” By Leah Melby Clinton. Published December 23, 2024 <https://www.cosmopolitan.com/style-beauty/fashion/a63073277/shein-x-designer-incubator-program/>

**USA Today. (2024).** “Will Belange Mutunda, fashion designer for Shein at 28, be the next Halston from Iowa?” Published December 27, 2024 <https://www.usatoday.com/story/life/style/2024/12/26/iowan-belange-mutunda-designs-fashion-collections-for-shein-at-age-28/76044964007/>

**Des Moines Register. (2024).** “Belange Mutunda, an Iowa State grad student from Ankeny, designs fashion for Shein at 28.” By Lily Smith. Published December 26, 2024 <https://www.desmoinesregister.com/videos/life/style/2024/12/26/meet-iowan-belange-mutunda-a-fashion-designer-for-shein-at-age-28/76138661007/>

**Des Moines Register. (2024).** “Will Belange Mutunda, fashion designer for Shein at 28, be the next Halston from Iowa?” By Susan Stapleton. Published December 26, 2024

<https://www.desmoinesregister.com/story/life/style/2024/12/26/iowan-belange-mutunda-designs-fashion-collections-for-shein-at-age-28/76044964007/>

**Des Moines Register. (2024).** “Here are the Des Moines Register’s 2025 People to Watch.” By Susan Stapleton. Published December 24, 2024 <https://www.desmoinesregister.com/story/news/local/2024/12/24/get-to-know-the-des-moines-register-2025-people-to-watch-iowa/77085350007/>

**Axios. (2024).** “This Iowa fashion designer is sharing her bright, African inspired styles with the world.” By Linh Ta. Published December 4, 2024 <https://www.axios.com/local/des-moines/2024/12/06/iowa-fashion-designer-shein-belange-mutunda>

**Yahoo News. (2024).** “Iowa fashion designer collaborates with global retailer SHEIN to showcase her designs.” Published November 26, 2024 <https://www.yahoo.com/news/iowa-fashion-designer-collaborates-global-042404055.html>

**WHO 13 News. (2024).** “Iowa fashion designer collaborates with global retailer SHEIN to showcase her designs.” By Lindsey Burrell. Published November 26, 2024 <https://who13.com/news/special-reports/iowa-fashion-designer-collaborates-with-global-retailer-shein-to-showcase-her-designs/>

**SHEIN Group. (n.d.).** “About SHEIN X Designer Incubator Program. Creators Highlight” <https://www.sheingroup.com/creators/>

## 2023

**DMACC. (2023).** “Des Moines Area Community College 2023 Alumni Awards Dinner.” Belange Mutunda Recognition (55:00 minutes mark): Alumni Early Achievement Award Posted November 3, 2023 <https://youtu.be/3QugxaSbv4Q?si=-R2RTHovOHufimeS&t=3301>

**DMACC Alumni Association. (2023).** “Notable Alumni Biographies – 2023 Alumni Award Recipients.” <https://www.dmacc.edu/alumni/bios.html>

## 2021

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- Product placement of teal African print dress worn by model Thijin Bol
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