

# Belange Mutunda

Fashion Entrepreneur | Educator | Emerging Scholar

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## CURRICULUM VITAE

### EDUCATION

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

### ACADEMIC TEACHING EXPERIENCE

#### Graduate Level Teaching (Ph.D.) at Iowa State University (Fall 2024 - present)

**Role:** Instructor of Record (IOR)

**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 learn and real-time application of course concepts.

**Courses Taught:** FDM 2450, FDM 2100, & FDM 4900R-04

#### Courses Details

##### Course #1: FDM 2450 Aesthetics and Brand Image

Credits	Enrollment	Semesters Taught
3 credits	15 47 9	Fall 2024 Spring 202 Fall 2025

	42	Spring 2026
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### 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

### High-Impact Course Contributions

- Redesigned the course in Spring 2025, as part of doctoral teaching practicum requirement, into lecture plus experiential learning lab
- Introduced a semester-long 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 to win one client
- 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 gave students the opportunity to apply course concepts in real time while learning and was officially adopted by the department, inspired ISU Miller Grant proposal, and continues to expand

### FDM 2450 Teaching Evaluation Summary

Semester	Rating	Student Feedback
Fall 2024	Overall Course Rating: 4.33 Overall Instructor Rating: 4.33	<ul style="list-style-type: none"> <li>• Students praised detailed feedback, patience, support and clarity</li> </ul>
Spring 2025	Overall Course Rating: 3.59 Overall Instructor Rating: 3.75	<ul style="list-style-type: none"> <li>• Students appreciated the one-on-one feedback, structured check ins, and the chance to build a brand from the ground up</li> <li>• Students highlighted that the final project and group work helped them connect theory to practice</li> </ul>
Fall 2025	Overall Course Rating: 4.43 Overall Instructor Rating: 4.57	<ul style="list-style-type: none"> <li>• Students consistently emphasized the value of detailed, timely feedback, structured project milestones, and regular check ins that supported their learning and kept them on track throughout the semester.</li> <li>• Students highlighted the semester long, multi-phase project as a meaningful way to apply course concepts in practice, noting that collaborative work and real-</li> </ul>

		<p>world brand development strengthened their understanding of course material.</p> <ul style="list-style-type: none"> <li>Students reported that the guest speaker workshops were helpful in helping them see real-time industry applications of course concepts.</li> </ul>
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## Course #2: FDM 2100 Computer Applications in Digital Design

Credits	Enrollment	Semesters Taught
3 credits	39	Fall 2024
	40	Spring 202
	37	Fall 2025
	39	Spring 2026

### 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 via in-class class demonstrations with step-by-step walkthroughs
- Teach web design and digital portfolio development via Wix platform
- Train students in the use of industry trend forecasting and color tools, including WGSN and Pantone Connect, for trend analysis, color forecasting, and palette development.
- 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

- Lead and oversee a course-embedded licensing partnership between FDM 2100 and Make-A-Wish Iowa (Spring 2025–present).
- Coordinate with the Make-A-Wish Iowa team to plan and run a graphic design competition aligned with the World Wish Month campaign.
- Develop the competition grading rubric and align project implementation in the course
- Coach students in proposal writing, professional pitching, and campaign-appropriate graphic design development using Adobe Illustrator and Photoshop.
- Plan and organize final pitch presentations
- Continue coordination with winning students and Make-A-Wish Iowa following final design selection to support the transition from design approval to T-shirt production.
- Resulting outcomes include one winning design produced in Spring 2025, one winning design produced in Fall 2025, and four honorable mentions (Fall 2025).

### FDM 2100 Teaching Evaluation Summary

Semester	Rating	Student Feedback
Fall 2024	<p>Overall Course Rating: 3.88</p> <p>Overall Instructor Rating: 3.92</p>	<ul style="list-style-type: none"> <li>Students highlighted helpfulness, clarity, and effectiveness of tutorial videos</li> <li>Students noted appreciation for encouragement and check in sessions</li> </ul>

Spring 2025	Overall Course Rating: 4.08 Overall Instructor Rating: 4.04	<ul style="list-style-type: none"> <li>Students emphasized value of in class demonstrations combined with pre-recorded video tutorials as well as one-on-one check-in sessions.</li> </ul>
Fall 2025	Overall Course Rating: 4.03 Overall Instructor Rating: 4.14	<ul style="list-style-type: none"> <li>Students consistently highlighted hands-on work, step-by-step instruction, live demonstrations, and recorded tutorials as key supports for learning, noting that the combination of in-class walkthroughs and on-demand videos helped them master technical design tools at their own pace.</li> <li>Students reported increased confidence in their technical and digital design skills, emphasizing the instructor's availability, individualized support, and real-world examples as factors that helped them feel prepared to take on industry-related work.</li> <li>Students emphasized the value of the Make-A-Wish Iowa partnership, noting that working on a real client project allowed them to directly apply course content in a professional business setting and feel better prepared for industry-related work.</li> </ul>

### Course #3: FDM 4900R-04 Independent Study: Professional Practice (TA Mentorship)

Credits	Enrollment	Semesters Taught
1 or 3 credits (varies by workload)	3 9 8 7	Fall 2024 Spring 202 Fall 2025 Spring 2026

#### 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 professional 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

Semester	Rating	Student Feedback
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Spring 2025	Overall Course Rating: 4.75 Overall Instructor Rating: 4.25	<ul style="list-style-type: none"> <li>TAs described instructor as attentive, responsive, and supportive.</li> <li>They reported feeling well guided in their instructional responsibilities and appreciated the support provided for their success as both students and TAs.</li> </ul>
Fall 2025	Overall Course Rating: 4.67 Overall Instructor Rating: 4.67	<ul style="list-style-type: none"> <li>TAs reported strong satisfaction with the structured mentorship model, highlighting clear expectations, organized materials, and consistent feedback as key supports for their learning and professional development.</li> <li>TAs specifically noted that the required weekly reflective journal was valuable for tracking their growth over time and developing greater awareness of their evolving role as instructors and professionals.</li> </ul>

### Undergraduate Teaching Assistantship Experience at Iowa State University

**Role:** Undergraduate Teaching Assistant (UG TA) in FDM 2100 & FDM 3100

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

#### TA Duties

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

#### High Impact Contribution: **Introduction of CLO3D to the FDM Program During Covid-19 Pandemic Shutdown**

- Independently self-taught and mastered CLO3D during Summer 2020 in response to the loss of access to university sewing labs and pattern-printing facilities.

- Proposed the integration of CLO3D into computer-aided design instruction as a virtual complement to 2D pattern drafting with Lectra Modaris, receiving professor (supervisor) approval in Fall 2020.
- Developed the program’s first complete CLO 3D instructional module series, including: avatar creation, fabric development, garment assembly, simulation, animation, and print integration.
- Delivered all CLO3D virtual design instruction via pre-recorded video tutorials while primary course instruction in Lectra Modaris continued under the lead professor.
- Enabled continuity of garment construction, fitting, and prototyping through virtual workflows during extended COVID-19 campus shutdowns.
- Strengthened and expanded the program’s technical design curriculum during a period of global instructional disruption.

**Related Awards & Recognitions**

- 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 per semester	<ul style="list-style-type: none"> <li>• Overall course: 20 students</li> <li>• Supported up to 5 students per semester</li> </ul>	Spring 2020 Fall 2020

**TA 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

**Research Assistant Experience at Iowa State University (Summer 2025 - present)**

**Miller Faculty Fellowship Grant Research Fellowship**

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

**Project Details:** Cross-course collaboration between FDM 2450: Aesthetics and Brand Image and FDM 4950/5950: Senior Design Studio

**Timeline:** 2025 to 2026

**RA and IOR Responsibilities**

- Conduct literature review, assist with survey questionnaire development and deployment, support data collection, and contribute to manuscript drafting for research journal publication

- Collaborate with FDM 4950/5950 lead professor in the development and integration of FDM 2450 and FDM 4950/5950 course curricula to ensuring alignment of learning objectives, assignments expectations, and project timelines for the cross-course collaboration.
- Deliver all course lectures and develop additional AI literacy and prompt engineering teaching modules in FDM 2450 to facilitate project alignment and integration with FDM 4950/5950

## 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 shows, pop-up shops 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, prints, and tech packs 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 part-time commission 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

## 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 students and 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

### Emerging AI Technologies

- ChatGPT, Google Gemini, VO3, DALL-E and Nonbanana for fashion forecasting, project ideation, branding needs and fashion production rapid visualization
- Custom GPT development for personalized AI needs

### 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 virtual patternmaking, fitting, and animation
- 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 CAD patternmaking
- Draping for womenswear
- Garment construction
- Technical design processes including industry-level tech pack creation
- Surface design and digital fashion illustration using Adobe Illustrator
- Mood board development and concept direction
- Collection development including silhouettes, color stories, and fabrication planning, and production

## Entrepreneurship

- Small business development, management and strategic planning
- E-commerce operations and digital storefront management
- Licensing and co-branding partnerships
- Product development, merchandising, and distribution
- 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 (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.

- Status: Proposal accepted by Bloomsbury (Sept 30, 2025); manuscript under review by editor

**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.

- Status: Preparing manuscript for ITAA 2026 Conference

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

- Status: Data collection in progress, preparing manuscript for ITAA 2026 Conference

Chen, L., **Mutunda, B.,** Zhang, L., Fiore, A. M. (Date TDB). Cross-Course, AI-Enriched Collaboration: Embedding Four High-Impact Practices for Students' Future Readiness

- Status: Data collection in progress, preparing manuscript for ITAA 2026 Conference

## 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>

## 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 - ongoing)

- 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)

- Graduate Student 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.
- Award Committee Member: Volunteer as reviewer for

**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

- **GPSS 2026 Teaching Award** (Award ceremony schedule for 02/24/2026) – Awarded by the Graduate and Professional Student Senate at Iowa State University
- **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's department of Apparel, Events, and Hospitality Management
- **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**

## 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 Pi515

- 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

**Iowa State University. (2025). AESHM 4740 Entrepreneurship in Human Sciences Course – Guest Speaker.**

- Date: February 13, 2025
- Delivered a presentation on fashion entrepreneurship, omnichannel retail strategies, fashion licensing, and freelancing.
- Audience included 50 undergraduate students from the Fashion, Design and Merchandising program.

## 2024

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

## PRESS AND MEDIA FEATURES

### 2026

**Bold Journey (2026).** “Being Effective Even When No One Else is Like You.”

<https://boldjourney.com/being-effective-even-when-no-one-else-is-like-you-59/>

**Bold Journey (2026).** “Meet Belange Mutunda.” <https://boldjourney.com/meet-belange-mutunda/>

### 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/>

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