

Miranda Lorenz

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As a creative designer with a background in apparel design, I specialize in crafting custom marketing materials and helping brands communicate their unique identity. I've had the pleasure of working with clients across various industries, including the independent financial advisory space, and thrive on bringing their visions to life in a way that resonates with their target audiences. With over five years of experience in product development, I collaborate seamlessly with internal teams and stakeholders to enhance both the aesthetic and functionality of innovative offerings. Check out my portfolio <https://www.mirandalorenzcreative.com/> to explore the various initiatives I've had the privilege of bringing to life!

Experience



Triad Partners | Lawrence, KS

- *Graphic Designer, April 2024 - November 2024*
- *Production Artist, March 2023 - April 2024*

As a graphic designer on the brand strategy team, I was responsible for designing innovative visual assets—both print and digital—that aligned with our clients' brand guidelines and objectives. I worked closely with project managers and cross-functional teams such as communications, web design/development, coaching, and compliance to ensure design solutions met project requirements, supported business goals, and adhered to regulatory compliance requirements in the financial advisory space. I played a key role in enhancing brand recognition, engagement, and loyalty among clients through the development of Triad products, allowing our team to create custom marketing materials at scale.



Kansas Commercial Real Estate Services, Inc. | Topeka, KS

Marketing Coordinator, September 2022 - March 2023

As the Marketing Coordinator, I worked closely with the brokerage team to provide tailored marketing plans for client properties. My responsibilities included managing property listings, coordinating promotional activities, and supporting the property management team with specialized marketing initiatives. I crafted email campaigns, engaging potential clients and provided the brokerage team with weekly marketing reports on listing performance and campaign results, calling out areas of success and strategies to improve areas with little to no engagement. Additionally, I contributed to website development and maintenance, enhanced online presence of the KS Commercial brand, and ensured consumer targeted marketing strategies by using Salesforce to build detailed profiles on new and existing leads.



Buhndi, Designer Boutique | Topeka, KS

Founder and Architect of Clothing, October 2020- April 2023

This role required hands-on work in both creative and technical areas, as well as strategic decision-making to shape the brand's identity and market presence in the ever-changing fashion industry. In shaping the creative concept and direction of the brand, I ensured quality control at every stage and led all business operations—from design and production to marketing, sales, and inventory management. I was also honored to host two interns from my alma mater, KSU, providing mentorship and industry experience as they completed the required 260+ hours of credit toward their degree.



Champion Teamwear | Manhattan, KS

- *Associate Technical Designer | Dec. 2019 – Oct. 2020*
- *Technical Design Assistant | Mar. 2018 – Dec. 2019*
- *Product Development and Design Intern | Jan. 2018 – Mar 2018*
- *Embroidery Quality Assurance Team Member | Sept. 2017 – Jan. 2018*

Each role allowed me to build technical expertise, enhance my communication and organizational skills, and develop leadership capabilities. I began in quality assurance, ensuring accuracy in size, color, and artwork on custom orders. As an intern, I collaborated with designers and product managers to create cohesive products and developed a digital block library for cross-functional teams to reference. In my role as Technical Design Assistant, I managed 50+ styles and coordinated fit changes with overseas manufacturers. I then advanced to Associate Technical Designer, overseeing 100+ styles, co-leading sales trainings, and creating a sample tracking system during the pandemic to provide real-time updates on production timelines.

Education



Kansas State University | 2017-2019

Bachelor of Science | Apparel and Textiles
with a specialization in Design & Production



Johnson County Community College | 2015 - 2017

Associate Degree of Science
Associate Degree in Liberal Arts

Skills + Strengths

Collaboration · Communication · Creative Thinking · Cultivates Team Synergy · Growth Mindset · Information and Project Management · Empathetic · Adaptable · Problem-Solving · Long-Term Thinking · Cross-Functional Processes · Operations and Logistics · Product Development · Graphic Design · Branding: Identity and Strategy · Content Creation: Design and Copy · Microsoft Office Suite · Adobe Suite: Illustrator, Photoshop, InDesign, and Acrobat · Canva · Asana · FloDesk · Constant Contact · Salesforce · Shopify · Wix · Squarespace