

ISABELLA LENZ



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LinkedIn



Portfolio

SUMMARY

Recent graduate with expertise in visual storytelling and sports branding, seeking a graphic design role. Proven ability to manage cross-functional design projects, maintain brand consistency, and deliver multimedia solutions that drive audience engagement.

SKILLS

Design Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro)

Project Management: Cross-functional collaboration, organization, time-management, attention to detail

Strategic Communication: Client engagement, content creation, brand alignment

EXPERIENCE

Freelance Graphic Designer

Jul 2020 - Present

- **Logo Design:** Built strong client relationships by defining design requirements, presenting compelling concepts, and integrating feedback. All logos were created from initial sketches and refined in Adobe Illustrator where they were optimized for both print and digital use.
- **Promotional Graphics:** Developed custom sticker designs for the Michigan Tech University Social Sciences Department that were distributed campus-wide to increase departmental visibility and engagement.
- **Brand Identity Development:** Executed a custom watermark for a professional photography brand to enhance visual identity and protect intellectual property.

Graphic Design Intern - Gipper

Aug 2025 - Present

- **Content Creation:** Crafted dynamic templates for athletic and educational content on the Gipper platform, enhancing user engagement.
- **Cross-Functional Collaboration:** Coordinated with developers to ensure seamless integration of visual assets into functional templates.
- **Project Management:** Managed design libraries in Dropbox for efficient asset organization and streamlined handoffs, and tracked design tasks in Jira to align with team goals and maintain workflow efficiency.

Athletic Communications Assistant - Michigan Tech Athletics

Dec 2023 - Apr 2025

- **Visual Storytelling:** Produced social media templates, posters, video board graphics, and promotional videos for Michigan Tech Athletics using Adobe Illustrator, Photoshop, InDesign, and Premiere Pro.
- **Brand Consistency:** Aligned with the Michigan Tech Athletics style guide and brand standards to produce visually consistent content across different environments and social platforms.
- **Coordination:** Directed the visual strategy within a cross-functional partnership, aligning the designs with audience engagement goals.

Marketing/Communications Intern - Pierce Pepin Cooperative Services

Feb 2020 - Jan 2021

- **Public Relations:** Collaborated with a mentor to draft and edit press releases, ensuring clear, accurate, and professional messaging.
- **Social Media Management:** Created and scheduled engaging content via Hootsuite across multiple platforms to increase brand visibility and audience interaction.
- **Visual Communication:** Revitalized existing brochures and generated new flyers, posters, and infographics using industry-standard design principles. Photographed and edited high-quality images for promotional use across digital and print platforms.

Notable Projects

- **2025 Tennis Poster:** Conceptualized and executed a dramatic poster utilizing high-contrast player treatments and bold typography to showcase athlete personalities and elevate program visibility.
- **Samurai Sushi Logo:** Developed a restaurant brand identity using a comprehensive design process from initial brief and concept sketching to final vector designs in Adobe Illustrator. Delivered logo files and a mockup presentation to showcase the modern, culturally authentic logo.

EDUCATION

Bachelor of Arts in Scientific and Technical Communication - 4.0 GPA

Sep 2021 - Apr 2025

Michigan Technological University

- Emphasis in Digital Rhetoric and Design
- Minors in Digital Media and Psychology
- Dean's List Honoree (8-time recipient)
- Earned certificates of merit in Cognitive Task Analysis, Motivation and Emotion, and Psychology of Happiness courses.

ATHLETIC ACHIEVEMENTS

- College Sports Communicators 2023-24 Academic All-District Team
- Great Lakes Intercollegiate Athletic Conference (GLIAC) Women's Basketball Freshman of the Year (2022)
- First Team All-GLIAC (2023, 2024, 2025) and All-GLIAC Defensive Team (2023, 2025)