

SAGE HENDELMAN

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EDUCATION

University of Michigan - Penny W. Stamps School of Art & Design

Art & Design Major | Entrepreneurial Business Minor

Ann Arbor, MI

Class of 2025

GPA: 3.7

- Relevant Coursework: Typography, Interaction Design, Designing Web Interfaces, Digital Image Making, Color Theory, Integrated Product Development, Entrepreneurial Marketing, Publication Design

RELEVANT EXPERIENCE

Habits365Greek

Creative Director

Remote, USA

Jan 2025-Present

- Managed and hired design interns, assigning and overseeing weekly tasks, and providing constructive feedback to help growth
- Led the creative team toward the company's goal of staying on-trend with high-quality, custom merchandise

Amsive Digital

Web Design Intern

New York, NY

June 2024-Aug 2024

- Designed user-friendly website wireframes and prototypes in Figma, incorporating user research insights to achieve an increased engagement rate during user testing
- Collaborated closely with UX/UI researchers and developers to ensure seamless user experiences

Sommer Art Gallery

Creative Intern

Zurich, Switzerland

June 2023-Aug 2023

- Created professional marketing materials, including price lists, work lists, and exhibition pamphlets, that aligned with the company's brand identity and messaging to increase
- Crafted visually engaging Instagram content that accurately represented the gallery's aesthetic and mission

LEADERSHIP EXPERIENCE

University of Michigan Tri Delta

Graphic Design Chair

Ann Arbor, MI

Jan 2022-Present

- Designed graphics for merchandise, event banners, fliers, and social media
- Lead and communicated with members to ensure branding and graphics are cohesive

Social Media Board Member

- Researched current trends, maintaining a relevant and unique aesthetic for Instagram and Tik Tok
- Optimized social media reach by analyzing data analytics and forming adaptable content strategies

Eaze Beauty

Lead Designer

Ann Arbor, MI

Sept 2023-June 2024

- Designed and implemented a cohesive brand guide, with new logo designs, packaging, typography, and a visually appealing color theme
- Conducted research to produce a compelling brand image that resonates with target audience, increasing engagement and boosting brand memorability

SKILLS

- Skills: creativity, collaboration, problem solving, organization, effective communication, adaptability
- Proficient in the programs: Adobe Creative Cloud Suite, Figma, Canva, Shopify, Squarespace, Framer, Microsoft Suite, Google Suite, and Mail Chimp