

SARAH ZUHLSDORF

INDUSTRIAL DESIGNER

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WORK EXPERIENCE

***Donglin Furniture Co., LLC.*, January 2014-present, Lead Designer**

Creates new patio furniture designs in a fast-paced environment for mass-retailers like Target, Walmart, Kohl's, etc. Uses strong sense of fashion to create fresh designs, branding, and style analysis for the future patio furniture industry. Communicates with head buyers of mass-retailers to give Donglin design credibility and enhance sales opportunities.

***Hallmark, Inc.*, May 2013-December 2013, Industrial Design Intern**

Collaborated with various members of Hallmark's innovation teams, including engineers, storytellers, trend experts, and others, to develop new products that celebrate people and enhance relationships. Used storytelling, sketching, and model making to create a truly unique and special user experience for each concept.

EDUCATION AND RELATED EXPERIENCE

University of Wisconsin-Stout, Menomonie, WI, December 2013
B.F.A. Industrial Design, GPA: 3.86

***3M, Target, GNC*, University of Wisconsin-Stout, 2011, Industry Collaborative Project**

Used concept sketching, rendering, and prototyping to design a modern, friendly, safe, "Zoo Tape" themed dispenser for the elementary school teacher.

Collaborated with Packaging and Graphic Design students to create a unique 3M display for Target stores. Adapted to Packaging and Graphic Design needs to achieve a successful, award-winning project.

***TREK*, University of Wisconsin-Stout, 2012, Industry Collaborative Project**

Performed observational research to define and fulfill a need of the avid biker persona. Explored new working methods to design a digital device that maximizes the safe biking experience.

AWARDS, LEADERSHIP AND ACTIVITIES

Best in Design 2011-"Milan Chair"

Brian K. Gundlach Memorial Scholarship for Academic Success, Full Tuition, 2012-2013

David W. Wendt Endowed Scholarship for Industrial Design, 2011-2012

Chancellor's Award for academic excellence, Fall 2010-present

Flora Brown Award for promising young women, 2009

***Delta Zeta Sorority*, 2010-present, Ways and Means Officer, Publicity Chair, Parliamentarian**

Polished skills to make executive decisions and lead by example.

Improved the way by which the Zeta Beta chapter raises funds by streamlining organization.

***University of Wisconsin-Stout IDSA*, 2010-2013, Treasurer, Member**

SKILLS

Creative problem solving, organization, adaptable, strong leadership, excellent time management, collaborative, determined, qualitative research: observational, interview, trend

Solidworks, Adobe Illustrator, Adobe InDesign, Adobe Photoshop

Sketching, research, rendering, graphic design, quick sketch models, appearance models, balsa foam, ren, welding, millwork, woodwork

INTERESTS

Trends, sustainable design, fashion, emotional design, cooking, outdoors, fitness, psychology, etc.