

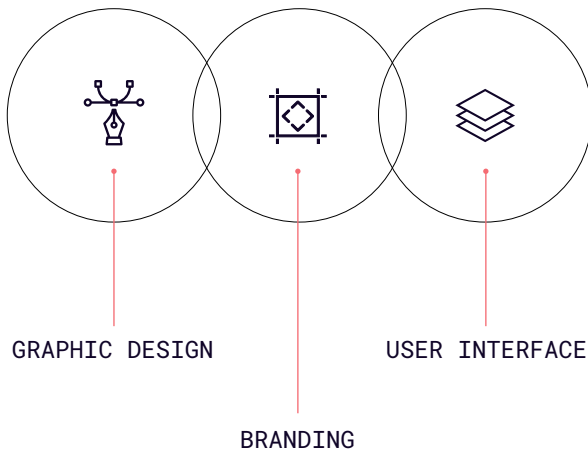
# CINDY ROCHLEN | CREATIVE DIRECTOR · DESIGNER

DETROIT, MI | CINDYROCHLEN@GMAIL.COM | CINDYGETSDESIGN.COM | LINKEDIN.COM/IN/CINDYROCHLEN

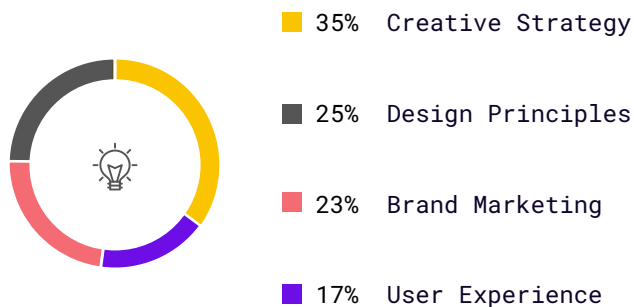
## ABOUT ME

I work with engaged partners who want to develop brand systems with a holistic approach so that they look and perform their best.

## SPECIALTIES



## DESIGN KNOWLEDGE



## SOFTWARE TOOLKIT

Adobe Creative Suite	●●●●●●●●
Asana	●●●●●●○○
Figma	●●●●●○○○
Keynote	●●●●●○○○
Powerpoint	●●●●●●○○
Wordpress	●●●●●○○○
Workfront	●●●●●○○○

## WORK HISTORY

### 2007-PRESENT

#### SR. DESIGNER, ART DIRECTOR, & CREATIVE STRATEGIST | CREATIVE CIRCLE

Coordinate, strategize, and create marketing visuals and user experience designs for a wide range of brands

### 2018-2021

#### DESIGN DIRECTOR | BETTERWORK MEDIA GROUP FORMALLY HUMAN CAPITAL MEDIA & WORKFORCE.COM

Forged brands, crafted wireframes, and drove marketing initiatives, while producing innovative design concepts

### 2016-2018

#### SR. ART DIRECTOR | CAREERBUILDER

Oversaw five creative designers across both B2B and B2C channels. Implemented design integrity and brand consistency standards across business divisions

### 2014-2015

#### ASSOC. ART DIRECTOR | HUMAN CAPITAL MEDIA

Supervised an art director, designer, and production artist to produce over 2,000 print magazines quarterly and work with print vendors for final distribution

## SOFT SKILLS: 4C'S OF THE 21ST CENTURY

1. Collaboration
2. Communication
3. Creativity
4. Critical-Thinking

