

CINDY ROCHLEN Creative Director/Designer

CINDYROCHLEN@GMAIL.COM | CINDYGETSDESIGN.COM | LINKEDIN.COM/IN/CINDYROCHLEN

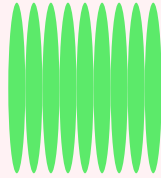
ABOUT ME

I work with engaged partners who want to develop intentional and strategic design solutions that resonate deeply with their audiences so that they look and perform their best.

BRANDING



STORYTELLING

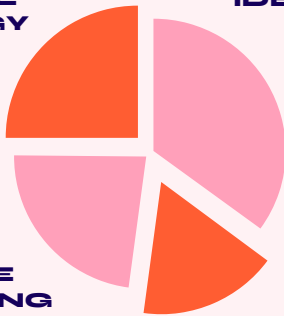


GRAPHIC DESIGN

25%
CREATIVE
STRATEGY

35%
VISUAL BRAND
IDENTITY

23%
CREATIVE
MARKETING



17%
AI PROMPT
ENGINEERING

WORK HISTORY

2007-PRESENT

SR. DESIGNER, ART DIRECTOR, AND CREATIVE STRATEGIST | CREATIVE CIRCLE

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

2018-2021

CREATIVE DIRECTOR | BETTERWORK MEDIA GROUP FORMALLY HUMAN CAPITAL MEDIA AND WORKFORCE.COM

Drove marketing and brand identity initiatives while mentoring a design department.

2016-2018

SR. ART DIRECTOR | CAREERBUILDER

Oversaw a team of creatives across both B2B and B2C initiatives. Implemented design integrity and brand standards across business divisions.

2014-2015

ASSOC. ART DIRECTOR | HUMAN CAPITAL MEDIA

Mentored and supervised a small creative team responsible for producing over 2,000 print magazine each quarter. Managed vendor relationships and external clients and department budgets.

TOOLKIT

Adobe Creative Suite
Adobe Firefly
Asana
ChatGPT
Figma
Google Slides
Keynote
Midjourney
Perplexity.ai
PowerPoint
Workfront

SKILLS

AI Prompt Engineering
Branding Knowledge
Collaborative Skills
Communication
Concept Development
Copywriting
Creative Thinking
Creative Vision
Design Principles
Digital Marketing

Email Graphic Design
Empathetic Leadership
Internet Research Expertise
Presentation Design
Project Management
Storytelling Strategy
Team Management
UI/UX Design
UX Research

MICHIGAN, USA, REMOTE