

Cindy Rochlen

Creative Director + Graphic Designer + Visual Brand Strategist

ABOUT

Great branding isn't always strategy-first. Sometimes the visual clicks and you reverse-engineer the why. Sometimes a strategic insight unlocks the creative direction. The best brands happen when strategy and instinct work together.



CORE SKILLS

Brand Strategy & Identity
Visual Systems Design
Creative Direction
UX/UI Design
Campaign Development
Team Leadership

WORK HISTORY

2015-PRESENT

Creative Designer + Strategist Creative Circle

Lead brand identity, marketing, and UX projects for Fortune 500 clients and startups

Translate business objectives into impactful visual systems and campaign creative

Collaborate with stakeholders and vendor partners across design, dev, and marketing



TOOLS + SYSTEMS

Adobe Creative Suite
Figma
Keynote
PowerPoint
Google Workspace
Asana
Workfront
Notion

2019-2021

Design Director BetterWork Media Group

Directed brand and marketing creative for a growing media company

Mentored design team while shaping creative vision

Led strategy and execution for multi-channel campaigns and product launches



AI FLUENCY

Design Generation:
Midjourney, Runway ML,
Leonardo AI,
Adobe Firefly

Strategy & Content:
Claude, ChatGPT,
Perplexity,
Notion AI, Descript

2016-2018

Sr. Art Director CareerBuilder

Oversaw B2B and B2C brand execution across marketing, product, and employer branding

Established creative standards and led initiatives that elevated brand equity

Managed team of 5 in partnership with design and marketing leadership

MICHIGAN, USA • REMOTE

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