



**cindy rochlen**



## **experience**

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creative lead & strategist for creative circle  
design director for betterwork media group  
senior art director for careerBuilder



## **skills**

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brand strategy & visual identity system  
hands on art director with 360 campaign development  
creative team management, research & creative strategy  
ux/ui design, wireframing, & digital prototyping



## **tools**

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design & creative: adobe creative cloud, figma, and adobe firefly.

intelligence: ai-augmented workflows using claude, perplexity, & chatgpt

development: ai-assisted rapid prototyping

presentation: office suite, keynote, google slides

creative lead & brand architect living in detroit, michigan

[linkedin.com/in/cindyrochlen](https://www.linkedin.com/in/cindyrochlen)

[cindygetsdesign.com](http://cindygetsdesign.com)

[cindyrochlen@gmail.com](mailto:cindyrochlen@gmail.com)