



cindy rochlen



experience

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



skills

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

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

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