

creative lead & graphic designer living in detroit, michigan

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-assisted workflows using claude, perplexity, & chatgpt

development: ai-assisted rapid prototyping

presentation: office suite, keynote, google slides