

Cindy Rochlen

CURRICULUM VITAE ©2026

ART & CREATIVE DIRECTOR / DESIGN LEAD

● Art Director / Creative Lead with 10+ years building brand systems, campaigns and design programs for Fortune 500 companies, global brands and growing teams. I turn strategy into clear, distinctive creative and build the systems that keep it consistent.

● Technical Skills

Brand Identity

Visual systems, guidelines, templates

Art Direction

Campaigns, digital, print, motion

Editorial + Layout

Reports, decks, publications

Digital Design

Web, social, paid media

Creative Strategy

Concepts, messaging, systems

● Proficiencies

Adobe Creative Suite

Illustrator, InDesign, Photoshop

Figma + Canva

Design systems + templates

AI Creative Tools

ChatGPT, Midjourney, Runway

Workflow Tools

Asana, Workfront, Agile

Video + Motion

Editing + motion graphics

● Resources

More Work Samples:

behance.net/cindyrochlen

LinkedIn:

linkedin.com/in/cindyrochlen

● Education

University of Illinois

Chicago

BFA, Graphic Design
Graduated with Honors

Additional Focus

Information Aesthetics
Color Theory
Design History

● Experience

2020 to Present

Founder + Creative Director

Cindy Rochlen Studio®

Lead brand identity, strategy and creative direction for growing companies and enterprise teams. Develop visual systems, campaigns, editorial design and digital assets from concept through production, with a focus on making brands clearer, more distinctive and easier to use.

2015 to Present

Creative Lead / Designer / Strategist

Everforth × Creative Circle

Lead brand systems, campaign creative and production for Fortune 500 and enterprise clients across digital, print, video and motion.

Manage fast-moving creative workflows and distributed teams while maintaining brand consistency across high-volume deliverables.

Recent Client Work

Men's Wearhouse · Jos. A. Bank · Moores

Brand standards, templates + high-volume retail systems.

2019 to 2021

Design Director

BetterWork Media Group

Led the company's post-acquisition brand overhaul, establishing identities, guidelines, templates and design systems across marketing channels.

Creative and content improvements **helped increase email CTR 52%** and **paid media engagement 15%**.

2016 to 2018

Senior Art Director

CareerBuilder

Led a major brand refresh and redesigned creative workflows, reducing off-brand assets **60%** and accelerating approvals **35%**.

Created B2B/B2C campaigns, sales and pitch creative generating **5M+ video views and 500K impressions**, while mentoring designers and reducing agency dependency.

Let's Talk

cindyrochlen@gmail.com
www.cindygetsdesign.com
(+1) 773.793.0305

Metro Detroit · Chicago · Remote
Available for freelance, contract + creative leadership engagements

References available upon request. Stay hydrated.