Cindy Rochlen

CURRICULUM VITAE ©2026

ART & CREATIVE DIRECTOR / DESIGN LEAD

Art & Creative Director / Design 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

Graphic Design
Web, social, print

Creative Strategy
Concepts, messaging, systems

Proficiencies

Adobe Creative Suite
Illustrator, InDesign, Photoshop

Figma + Canva
Design systems + templates

AI Creative Tools
ChatGPT, Midjourney, Runway, Claude

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

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

References available upon request. Stay hydrated.