

Kevin Bell

Building Brand Systems

for Global Technology Companies

Senior Brand Designer specializing in scalable visual identities, corporate branding, digital experiences, and product marketing.

- 01 Parallels Desktop
- 02 Clearwire
- 03 VideoStudio
- 04 CorelDRAW
- 05 Ideas Beyond the Brief

01

Parallels Desktop

Parallels Desktop

How do you build consistency
without sacrificing evolution?

Brand Designer & Creative Strategist **2014–2025**

Challenge:

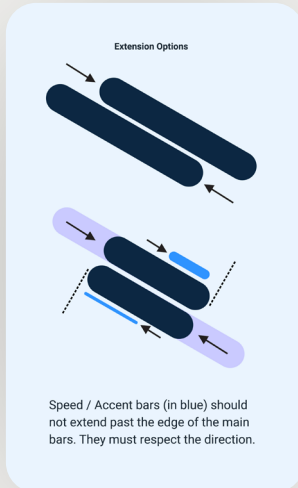
Parallels Desktop had grown into a diverse product ecosystem with multiple editions, audiences, and marketing channels. The challenge was to create a scalable visual identity that could unify the product family while allowing each solution to retain its own character.

Approach:

Developed a modular design system built around reusable graphic elements, product-specific color palettes, flexible layouts, and consistent art direction. The system extended across launch campaigns, packaging, digital marketing, websites, events, and presentations.

Outcome:

The resulting system provided a cohesive visual foundation for annual product launches and enabled marketing teams to create consistent communications across multiple international markets.

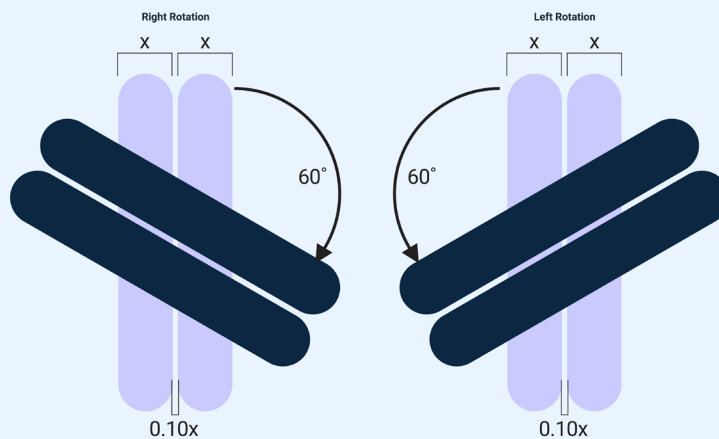


Design Systems: A modular identity built around a 60° geometric shape language, scalable color architecture, consistent product imagery, and reusable layout principles that could be applied across the growing Parallels ecosystem.



Shape System

60 Degree rotated bars will house the Key Imagery for all Parallels products.



Vertical Design Examples



These bars will always be used in pairs for Key Images. Extra smaller bars can be used as embellishment.

Individual bars can be added as independent design elements into photography and various collateral.

Product Identity

The identity was built around a modular design system that could scale across products, campaigns, and customer touchpoints.



Parallels Desktop for Chrome OS has colors chosen for it which represent the more of Google. We tie closely with our partner and the visuals should represent that relationship of trust and cooperation.

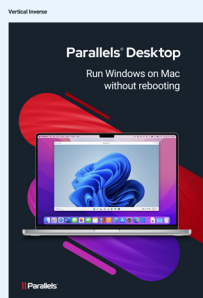
Primary	Interface
RGB: 23, 34, 45 CMYK: 95, 35, 30, 45 HEX: #17232A	RGB: 23, 34, 45 CMYK: 95, 35, 30, 45 HEX: #17232A
RGB: 40, 58, 67 CMYK: 65, 50, 50, 50 HEX: #283133	RGB: 40, 58, 67 CMYK: 65, 50, 50, 50 HEX: #283133
RGB: 141, 141, 141 CMYK: 0, 0, 0, 0 HEX: #808080	RGB: 141, 141, 141 CMYK: 0, 0, 0, 0 HEX: #808080
RGB: 208, 211, 213 CMYK: 40, 40, 40, 40 HEX: #D0D0D0	RGB: 208, 211, 213 CMYK: 40, 40, 40, 40 HEX: #D0D0D0
RGB: 234, 236, 238 CMYK: 10, 10, 10, 10 HEX: #E0E0E0	RGB: 234, 236, 238 CMYK: 10, 10, 10, 10 HEX: #E0E0E0
RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 HEX: #FFFFFF	RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 HEX: #FFFFFF

Parallels® Desktop for Mac

Run Windows on Mac without rebooting



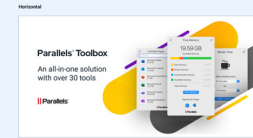
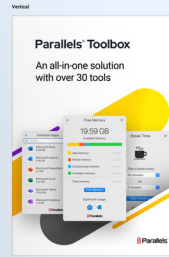
Parallels Desktop for Mac is heavily reliant on Apple's Mac, especially it's yearly release of OSs. That way we can show both our solidarity with MacOS but also make a visual design change to represent new releases and upgraded features year over year without having to reinvent design themes.



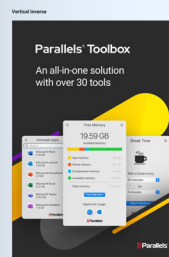
Primary	Interface
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RGB: 40, 58, 67 CMYK: 65, 50, 50, 50 HEX: #283133	RGB: 40, 58, 67 CMYK: 65, 50, 50, 50 HEX: #283133
RGB: 141, 141, 141 CMYK: 0, 0, 0, 0 HEX: #808080	RGB: 141, 141, 141 CMYK: 0, 0, 0, 0 HEX: #808080
RGB: 208, 211, 213 CMYK: 40, 40, 40, 40 HEX: #D0D0D0	RGB: 208, 211, 213 CMYK: 40, 40, 40, 40 HEX: #D0D0D0
RGB: 234, 236, 238 CMYK: 10, 10, 10, 10 HEX: #E0E0E0	RGB: 234, 236, 238 CMYK: 10, 10, 10, 10 HEX: #E0E0E0
RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 HEX: #FFFFFF	RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 HEX: #FFFFFF

Parallels® Toolbox

All all-in-one solution with over 30 tools.



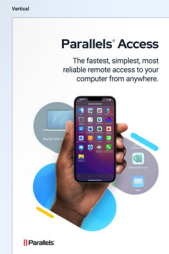
Red is the obvious choice to describe tools. However, to differentiate between PDS and PDSX, we chose yellow and orange as the secondary colors. These are colors often associated with building, tools, construction, etc.



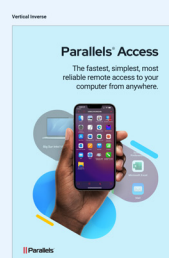
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RGB: 234, 236, 238 CMYK: 10, 10, 10, 10 HEX: #E0E0E0	RGB: 234, 236, 238 CMYK: 10, 10, 10, 10 HEX: #E0E0E0
RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 HEX: #FFFFFF	RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 HEX: #FFFFFF

Parallels® Access

The fastest, simplest, most reliable remote access to your computer from anywhere.



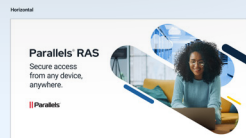
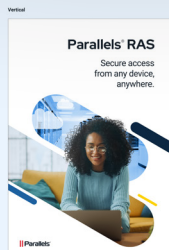
Parallels Access shows a mix of bright blues. The color spectrum chosen should give the user a sense of freedom, lighter than all, and most of all MOBILE. People can be outside, anywhere, and still have access to the files they need. A splash of orange is used as shiny contrast hitting at twilight.



Primary	Interface
RGB: 23, 34, 45 CMYK: 95, 35, 30, 45 HEX: #17232A	RGB: 23, 34, 45 CMYK: 95, 35, 30, 45 HEX: #17232A
RGB: 40, 58, 67 CMYK: 65, 50, 50, 50 HEX: #283133	RGB: 40, 58, 67 CMYK: 65, 50, 50, 50 HEX: #283133
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RGB: 234, 236, 238 CMYK: 10, 10, 10, 10 HEX: #E0E0E0	RGB: 234, 236, 238 CMYK: 10, 10, 10, 10 HEX: #E0E0E0
RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 HEX: #FFFFFF	RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 HEX: #FFFFFF

Parallels® RAS

Secure access from any device, anywhere.



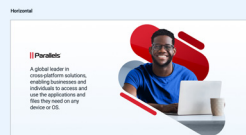
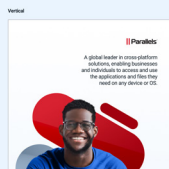
Parallels RAS is a customer-centric solution in today's increasingly remote, hybrid, and distributed workforces. Visually we represent this by integrating the user where they are and where they are connected in a flexible way. The notion of the lines indicate our promise to offer quick and easy solutions to today's security and mobility needs.



Primary	Interface
RGB: 23, 34, 45 CMYK: 95, 35, 30, 45 HEX: #17232A	RGB: 23, 34, 45 CMYK: 95, 35, 30, 45 HEX: #17232A
RGB: 40, 58, 67 CMYK: 65, 50, 50, 50 HEX: #283133	RGB: 40, 58, 67 CMYK: 65, 50, 50, 50 HEX: #283133
RGB: 141, 141, 141 CMYK: 0, 0, 0, 0 HEX: #808080	RGB: 141, 141, 141 CMYK: 0, 0, 0, 0 HEX: #808080
RGB: 208, 211, 213 CMYK: 40, 40, 40, 40 HEX: #D0D0D0	RGB: 208, 211, 213 CMYK: 40, 40, 40, 40 HEX: #D0D0D0
RGB: 234, 236, 238 CMYK: 10, 10, 10, 10 HEX: #E0E0E0	RGB: 234, 236, 238 CMYK: 10, 10, 10, 10 HEX: #E0E0E0
RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 HEX: #FFFFFF	RGB: 255, 255, 255 CMYK: 0, 0, 0, 0 HEX: #FFFFFF

Corporate Casual

Enabling businesses and individuals to access and use the applications and files they need on any device or OS



Digital Experiences

The design system extended naturally into websites, email campaigns, paid media, and in-product experiences, creating a consistent customer journey from first impression to daily product use.



Run Windows on Mac
Parallels® Desktop 18

Parallels

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Get our latest version with over 20 powerful new features to boost performance and productivity. Optimized for Apple M1 and M2 series chips and ready for macOS Ventura (when released).

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Run more Intel (x86) Windows apps on your M series Mac. With over 200,000 Windows-only apps supported-we have you covered.

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Parallels Desktop 18 for Mac

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- Hide Windows desktop and use Windows apps just like Mac apps

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Thank you for your purchase!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

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40+ one-touch tools to

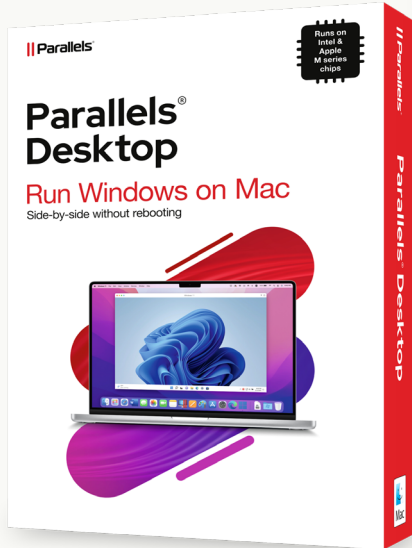
BUILDING BRAND CONSISTENCY

6

“

Great ***brand*** systems disappear
into the ***experience*** they create.

”



Lifecycle Marketing and Print Experiences

A successful design system should feel seamless regardless of the medium. From product packaging and trade show environments to printed collateral and customer communications, every touchpoint reinforced the same visual language, ensuring a cohesive brand experience throughout the customer journey.



Design Principle

Building the Parallels design system taught me that consistency doesn't come from rigid rules—it comes from establishing clear principles that give teams confidence while leaving room for creativity.

This system adapted to new products, new campaigns, and changing business goals while remaining unmistakably Parallels.



02

SalesOE / clear.com

SalesOE, clear.com

What happens when a designer
understands engineering systems?

Software Developer II / UX Designer

2010–2013

Challenge:

As CLEAR expanded its digital products and customer-facing services, the challenge was to create intuitive experiences that balanced business goals, technical constraints, and brand consistency. Every interaction needed to feel simple for customers while remaining practical for engineering teams.

Approach:

Working between design and engineering, I collaborated with product managers, business analysts, and developers to design scalable interfaces, responsive websites, and enterprise applications. Every decision balanced usability, visual clarity, and technical feasibility.

Outcome:

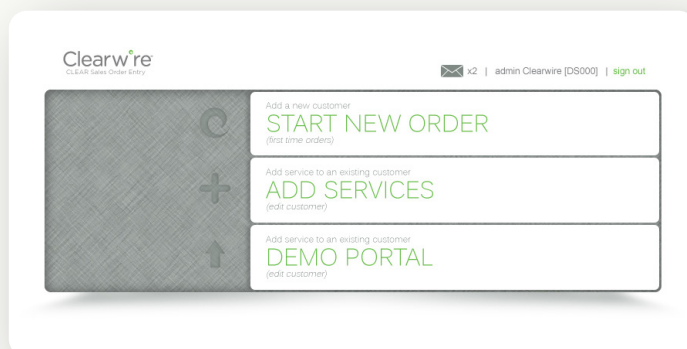
The resulting systems created a more consistent experience across customer portals, enterprise tools, retail environments, and marketing. More importantly, they reshaped how I think about branding—as something people experience through products, not just visuals.

User Experience Systems and Enterprise Applications

Sales Order Entry wasn't simply a software redesign—it was an opportunity to rethink how complex enterprise tools could become intuitive. Working alongside business analysts and engineers, I helped transform a highly technical workflow into an experience that felt clear, efficient, and approachable.



Sales Order Entry



My Account - CLEAR Professional

CLEAR Professional | My Account
1.800.555.5555

Sign In

Username

Password Forgot Your ID?

[Continue](#)

CLEAR Professional | My Account
1.800.555.5555

[Billing & Services Account](#) [View FAQs & Chat Support](#) [Get Support Sign Out](#)

Billing Update Information

December 2012 Previous Next

Balance Due 1/19/13: **\$1,302.97**

[Download Statement](#)

[All Statements](#)

Make a Payment

☐ Use current card on file ☐ One-time payment

Payment Information

Name on Card

Card Number

Month Year CVV

Billing Address

Address

Address 2 (optional)

City State ZIP

[Pay Full Balance](#) [Pay another amount](#)

Services Advanced Search

Service Name Offer Name

Service ID Device Name

VAC ID

[Search](#) [Cancel](#)

Service 1 1 of 301 pages

Service Name: 828 Basic Primary
Service ID: 12345678
Service Location: 123 Fake Road, Seattle, WA 98101
CP 750 \$0.00

Service 2

Service Name: 828 Basic Primary
Service ID: 12345678
Service Location: 123 Fake Road, Seattle, WA 98101
CP 750 \$0.00

Agent Portal - CLEAR Professional

CLEAR Professional | Agent Portal
1.800.555.5555

Sign In

Username

Password Forgot Your ID?

[continue](#)

CLEAR Professional | Agent Portal
1.800.555.5555

[Home](#) [My Account](#) [My Services](#) [My Billing](#) [My Quotes](#) [My Addresses](#) [My Devices](#) [My Accessories](#) [My Plans](#) [My Discounts](#) [My Devices](#) [My Accessories](#) [My Plans](#) [My Discounts](#)

Add Service Addresses

[Prequalify Individual Addresses](#) [CSV File For Batch Processing](#)

Quoted 2542343233

Fau Company
123 Fake Road
Seattle, WA 98101
1.800.555.5555
fau@company.com

Address

Address 2 (optional)

City State ZIP

[Add](#)

Add Plans, Discounts, Devices, & Accessories to Each Address

Apply the Highest Common Plan to All Addresses Warning: this will reset all current plans, devices, & accessories

Addresses	Plans	Devices	Accessories
123 Fake Road, Seattle, WA 98101	828 Basic Primary 2 Year \$100 / \$75 3 MB Upload 2 MB Download CP 750 \$0.00	CP 750 \$0.00	Installation \$100.00
123 Fake Road, Seattle, WA 98101	828 Basic Primary 2 Year \$100 / \$75 3 MB Upload 2 MB Download CP 750 \$0.00	CP 750 \$0.00	Installation \$100.00

[continue](#)

Failed Addresses

123 Fake Road, Seattle, WA 98101	123 Fake Road, Seattle, WA 98101	123 Fake Road, Seattle, WA 98101	123 Fake Road, Seattle, WA 98101
123 Fake Road, Seattle, WA 98101	123 Fake Road, Seattle, WA 98101	123 Fake Road, Seattle, WA 98101	123 Fake Road, Seattle, WA 98101

CLEAR Professional | Agent Portal
1.800.555.5555

[Home](#) [My Account](#) [My Services](#) [My Billing](#) [My Quotes](#) [My Addresses](#) [My Devices](#) [My Accessories](#) [My Plans](#) [My Discounts](#)

New Quote

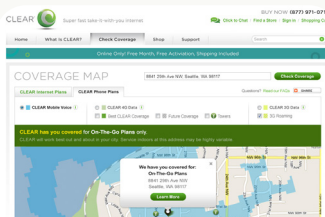
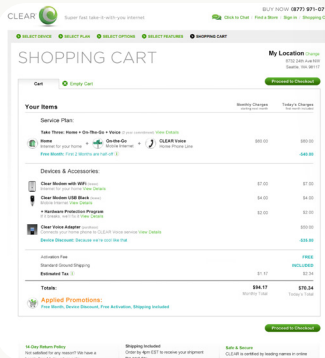
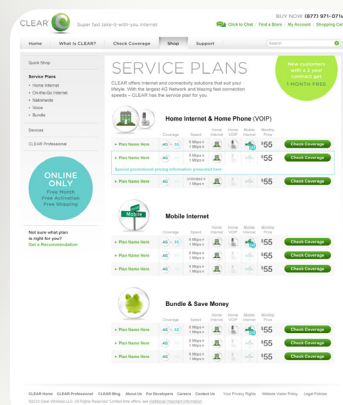
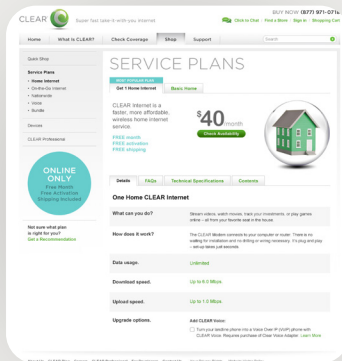
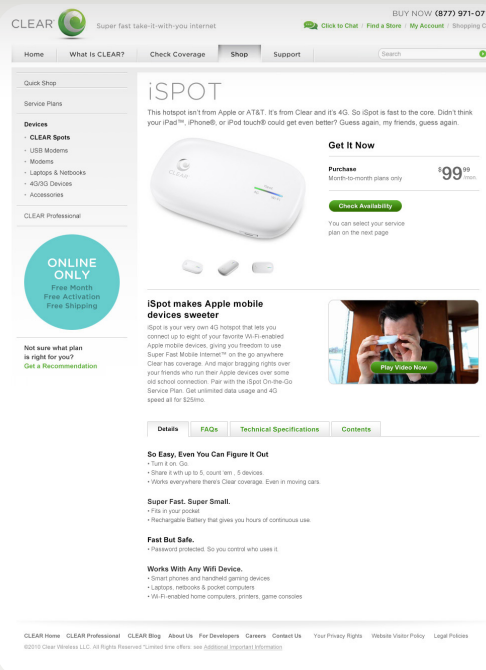
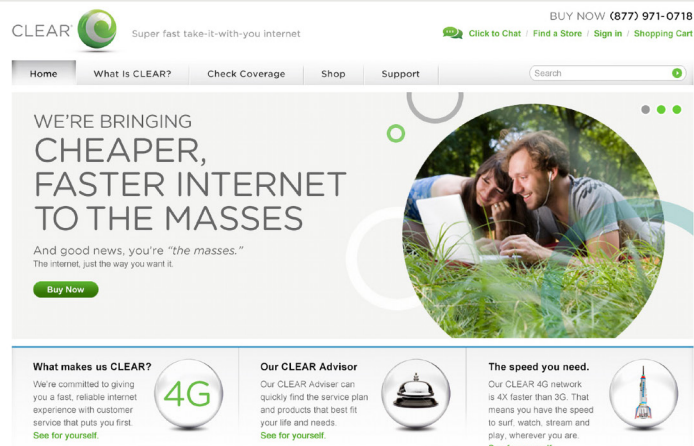
Manage Quotes

Digital Product Design

Professional customers needed powerful self-service tools without unnecessary complexity. I led the UX and interface design for CLEAR Professional's My Account and Agent Portal, collaborating closely with product managers and developers to translate business requirements into intuitive digital experiences.

Front-End Web Development

Design doesn't end with mockups. By developing responsive websites and customer-facing interfaces myself, I was able to preserve design intent throughout implementation while collaborating directly with engineering teams. That experience fundamentally changed how I approach design systems today.



A large, stylized opening quotation mark in a light teal color, positioned in the upper left quadrant of the image.

The moment I started writing *code*,
I stopped seeing *design* as pictures
and started seeing it as *systems*.

A large, stylized closing quotation mark in a light teal color, positioned in the lower right quadrant of the image.

Marketing & Retail Experiences

A consistent customer experience extends beyond digital products. From retail environments and point-of-sale materials to national marketing campaigns, every touchpoint reinforced the same visual language and strengthened recognition throughout the customer journey.

CLEAR® Spot 4G



FEATURES

CLEAR® Spot 4G
PURCHASE FOR **\$99*** LEASE FOR **\$6***/mo

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Unbelievably Easy to Set Up & Use

- Turn it on. Go!
- Share it with up to 8 wi-fi-enabled devices
- Works everywhere there's CLEAR coverage - even on the go

Safe & Secure

- Password-protected, so you control who signs into your wi-fi HotSpot

Super Fast, Super Small

- Pocket-sized
- Rechargeable battery that gives you hours of continuous use**

Works with any wi-fi Device

- Smartphones
- Handheld gaming devices
- Laptops, netbooks and tablets
- Mac® & PC Compatible



Heard the
BUZZ
ABOUT
4G
Internet?



Find out why
CLEAR
does it
best

Your CLEAR
Choice...

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/month*

Get CLEAR Spot 4G today & save up to \$45/month on your CLEAR account. See your sales representative for details.

Heard the
BUZZ
ABOUT
4G
Internet?

Find out who does
it best inside...

Clear 4G Spot



FEATURES

\$99* **\$6***/mo

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Super Fast, Super Small

- Pocket-sized
- Rechargeable battery that gives you hours of continuous use**

Works with any wi-fi Device

- Smartphones
- Handheld gaming devices
- Laptops, netbooks and tablets
- Mac® & PC Compatible

Design Principle

Customers don't experience brands as logos or campaigns—they experience them through products.

Working at the intersection of design and engineering taught me that the strongest brands are built through systems. When UX, engineering, and visual identity work together, every interaction reinforces trust.

Clearw^ere

03

Corel VideoStudio

Corel VideoStudio

How do you turn software into a story?

Senior Brand Designer 2022–2025

Challenge:

VideoStudio's visual identity had become dated and inconsistent across marketing, packaging, and digital experiences. The challenge was to create a modern, cohesive brand that reflected the creativity of its users while making the product feel more approachable, expressive, and engaging.

Approach:

I reimagined the brand from the ground up, developing a complete visual language that included a new logo, typography, color system, illustration style, and marketing imagery. By rebuilding the interface in vector format and integrating it into custom 3D compositions, I created playful, story-driven visuals that showcased the product while reinforcing a vibrant and recognizable identity.

Outcome:

The resulting identity transformed VideoStudio into a more vibrant and cohesive brand across product launches, websites, packaging, advertising, and retail experiences. More importantly, it demonstrated how thoughtful storytelling and consistent visual systems can reshape the perception of an established software product.

Brand Identity

VideoStudio's identity was rebuilt from the ground up to reflect the creativity of its users. A new logo, vibrant color palette, expressive typography, and contemporary visual language transformed the product into a brand that felt energetic, approachable, and unmistakably creative.

Logo



Colors



RGB: 19, 30, 59
CMYK: 95, 86, 46, 55
HEX: 131e3b



RGB: 248, 7, 252
CMYK: 29, 82, 0, 0
HEX: f807fc



RGB: 255, 230, 0
CMYK: 2, 4, 99, 0
HEX: ffe600



RGB: 0, 189, 255
CMYK: 63, 8, 0, 0
HEX: 00bfff



RGB: 23, 108, 160
CMYK: 89, 55, 16, 1
HEX: 176ca0



RGB: 0, 234, 228
CMYK: 58, 0, 21, 0
HEX: 00eae4

Typography

RedHat Display (normal)

Segoe UI Semibold subheaders

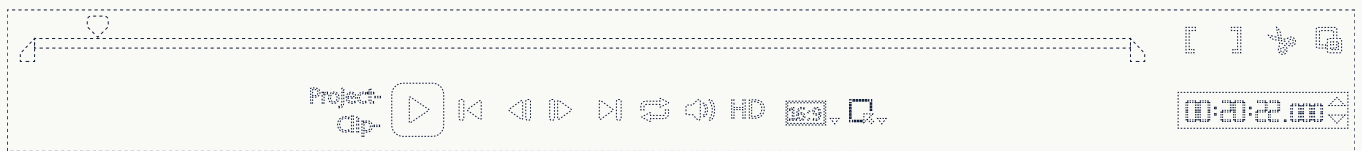
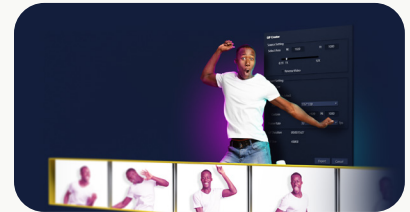
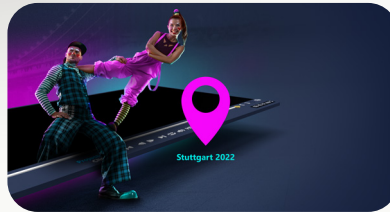
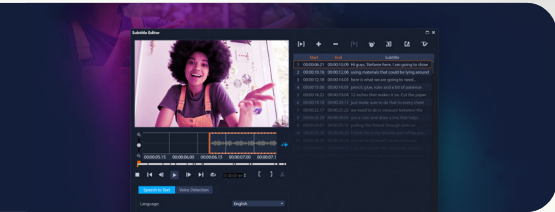
Body copy is Segoe UI normal. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud



Visual Storytelling

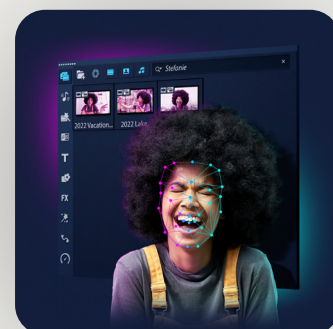
Creative software should inspire before it instructs. Rather than relying on feature-driven marketing, I developed a visual style centered on movement, imagination, and self-expression—using photography, illustration, and product imagery to help people picture what they could create.





Product Visualization

Rather than relying on conventional screenshots, I rebuilt the interface as scalable vector artwork and incorporated it into custom **3D compositions**. This approach transformed functional product features into expressive marketing visuals that felt playful, dynamic, and unmistakably VideoStudio.



“

The role of *branding* isn't to
decorate software. It's to make
creativity *feel* possible.

”

Website Design

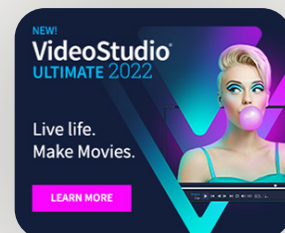


Retail Box

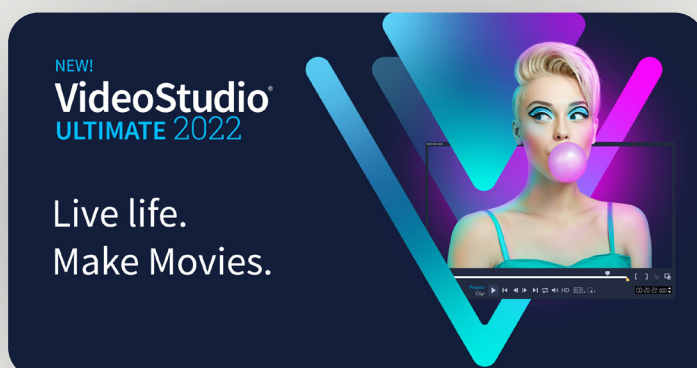
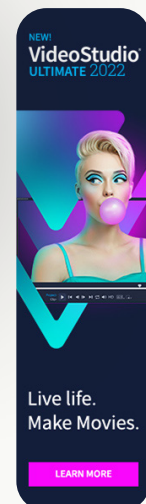


Campaign Systems

The visual identity extended naturally across websites, digital advertising, product launches, retail assets, and promotional campaigns. By applying the same design language across every customer touchpoint, the brand remained vibrant, recognizable, and consistently engaging.



Paid Ads



Social Media

Design Principle

VideoStudio taught me that people rarely connect with software itself—they connect with the possibilities it creates.

Branding succeeds when it inspires that feeling before the first click.

VideoStudio

04

CorelDRAW

CorelDRAW

How do you introduce a new corporate identity without losing an iconic product brand?

Brand Steward 2023–2025

Challenge:

As CorelDRAW evolved within a newly rebranded corporate family, the challenge was to modernize the product's identity while aligning it with a broader visual direction. The new brand needed to feel contemporary and cohesive without losing the approachable, creative personality that existing users already trusted.

Approach:

Following the introduction of Alludo's new corporate identity, I adapted its evolving design language into the CorelDRAW brand while preserving the product's unique creative personality. This included refining typography, introducing a flexible graphic system inspired by framing and composition, developing expressive marketing imagery, and creating a cohesive visual language across digital, print, packaging, and product marketing.

Outcome:

The resulting identity brought CorelDRAW into alignment with a broader corporate design language while establishing its own distinctive personality. Through a cohesive system of typography, imagery, and marketing assets, the brand became more cohesive, recognizable, and adaptable across every customer touchpoint.



Interface Cues

Working within Alludo's emerging corporate design language, I translated its interface cues into CorelDRAW's visual system. Applied across marketing, product launches, and digital experiences, the identity remained connected to the corporate brand while preserving personality.

Background Noise

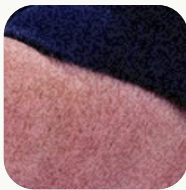
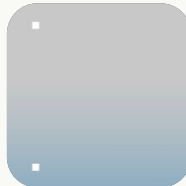


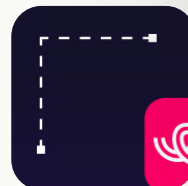
Image Blur



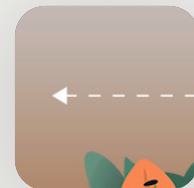
Alignment Indicators



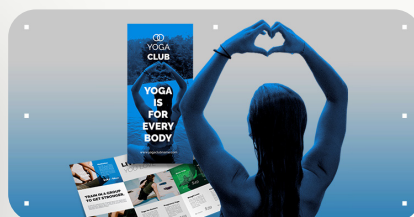
Registration Guides



Directional Arrows



Rather than applying corporate design guidelines verbatim, I interpreted them through the lens of the CorelDRAW brand.

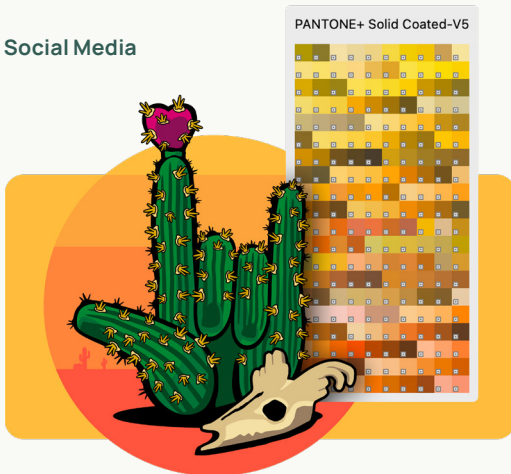


Pantone Campaign

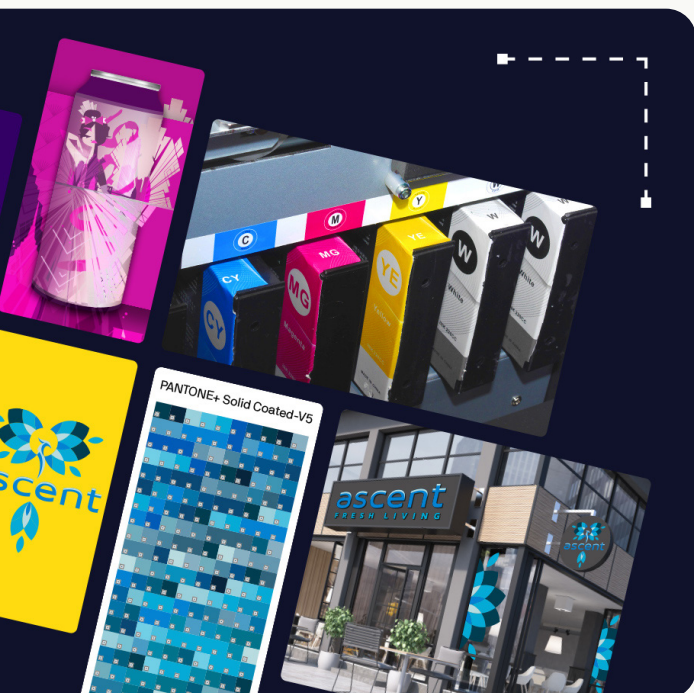
When Adobe introduced paid access to Pantone libraries, CorelDRAW responded by reinforcing one of its strongest customer benefits: full Pantone support at no additional cost. I developed campaign visuals for social media, advertising, and digital marketing that transformed a competitive product advantage into a clear and memorable brand message.



Social Media



Website Imagery



Paid Ads



“

Every established brand carries years of ***trust***.
Good design ***respects*** that history while
making room for what's next.

”



Design Direction



WETEC Conference Designs

The evolved visual language extended naturally into large-scale event experiences, including exhibition booths, presentations, promotional materials, social campaigns, and giveaways. Applying the same design principles across every touchpoint created a consistent presence that strengthened recognition while allowing individual campaigns to remain flexible and engaging.



3D Booth Designs

Social Media Invites



Join us at
WETEC 2023
in Stuttgart!

Messe Stuttgart Germany
March 30 – April 01, 2023



Mouse Pad Giveaway



Design Principle

Working on CorelDRAW taught me that brand evolution is an act of stewardship. The goal isn't to replace what people already trust—it's to build on that trust while creating a shared language for what's next.

Strong brands don't stand still. They evolve carefully, protecting what people trust while creating space for what's next.



05

Ideas Beyond the Brief

Ideas Beyond the Brief

What happens when design continues after the brief ends?

Independent Brand Exploration 2012–2025

Challenge:

Not every idea begins with a client request. Throughout my career, I've explored ways to strengthen brands, simplify products, and rethink visual systems simply because I believed they could be better. These explorations became a way to test ideas, challenge assumptions, and continue learning beyond day-to-day project work.

Approach:

Each concept began by identifying an opportunity for improvement—whether through naming, visual identity, interface design, or customer experience. Without the constraints of a formal brief, I explored alternative solutions that balanced strategic thinking with creative experimentation.

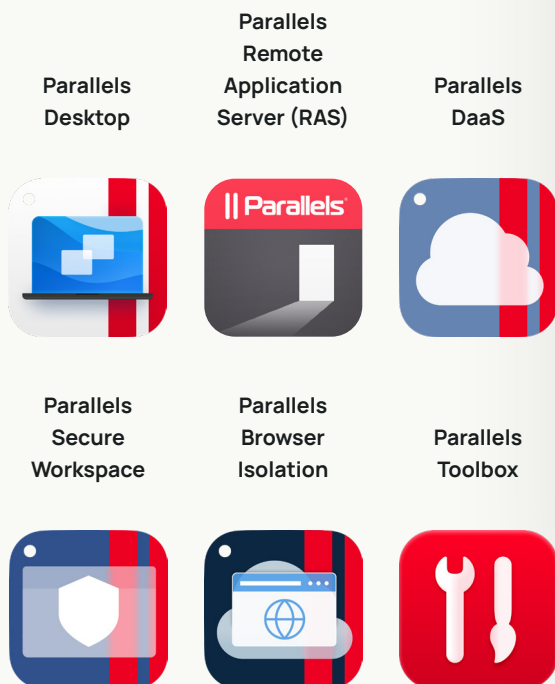
Outcome:

While not every concept moved into production, each one strengthened my ability to think beyond immediate requirements, communicate ideas clearly, and explore how thoughtful design can create new possibilities for established brands.

Parallels had built an impressive product ecosystem, but the naming conventions had become increasingly technical and difficult to navigate.

This exploration imagined a more memorable system built around playful language, simplified icons, and stronger visual differentiation—creating product names that communicated purpose while remaining unmistakably Parallels.

Current Icons & Product Names



Reimagining Product Architecture

OS Blend



Remote|ly



DaaS|ing



Secure|ly



Browser|ly



Too|boxes

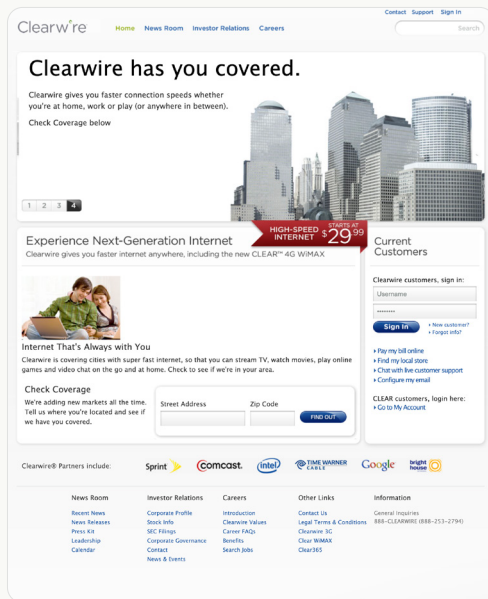


Parallels

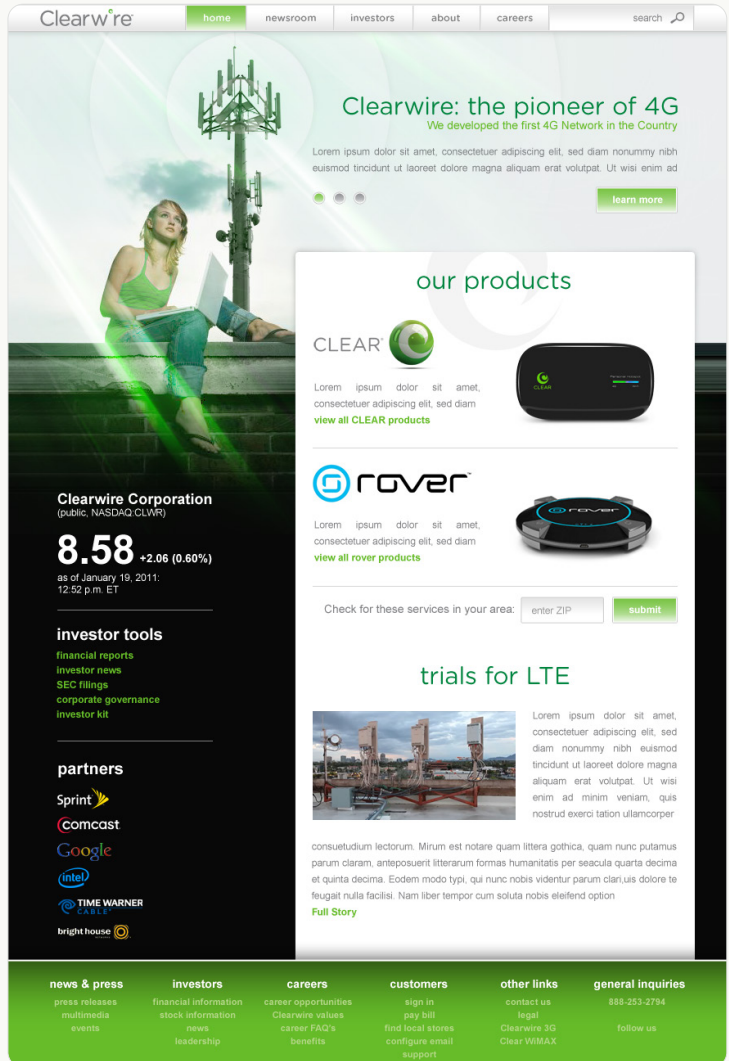


Corporate Website Refresh

An independent exploration of how clearer hierarchy, stronger visuals, and improved navigation could modernize the Clearwire corporate experience.



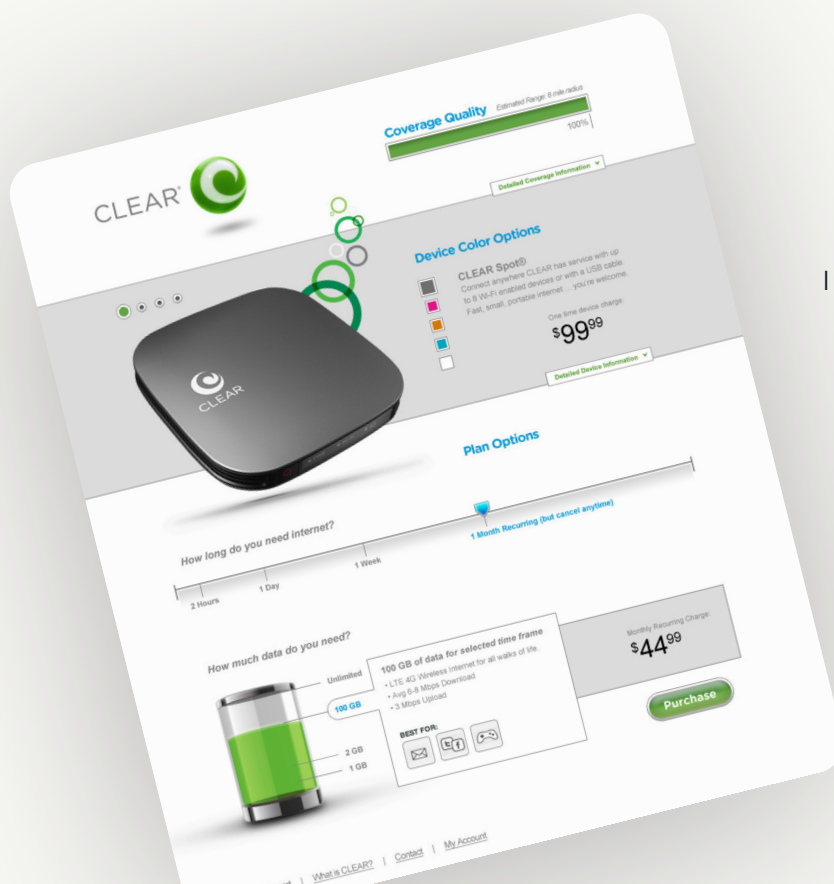
Before



After

Product Page Optimization

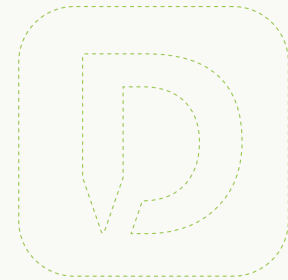
I reimagined the product page to simplify the customer journey, improve visual hierarchy, and make product information easier to understand.



Current CorelDraw Icon

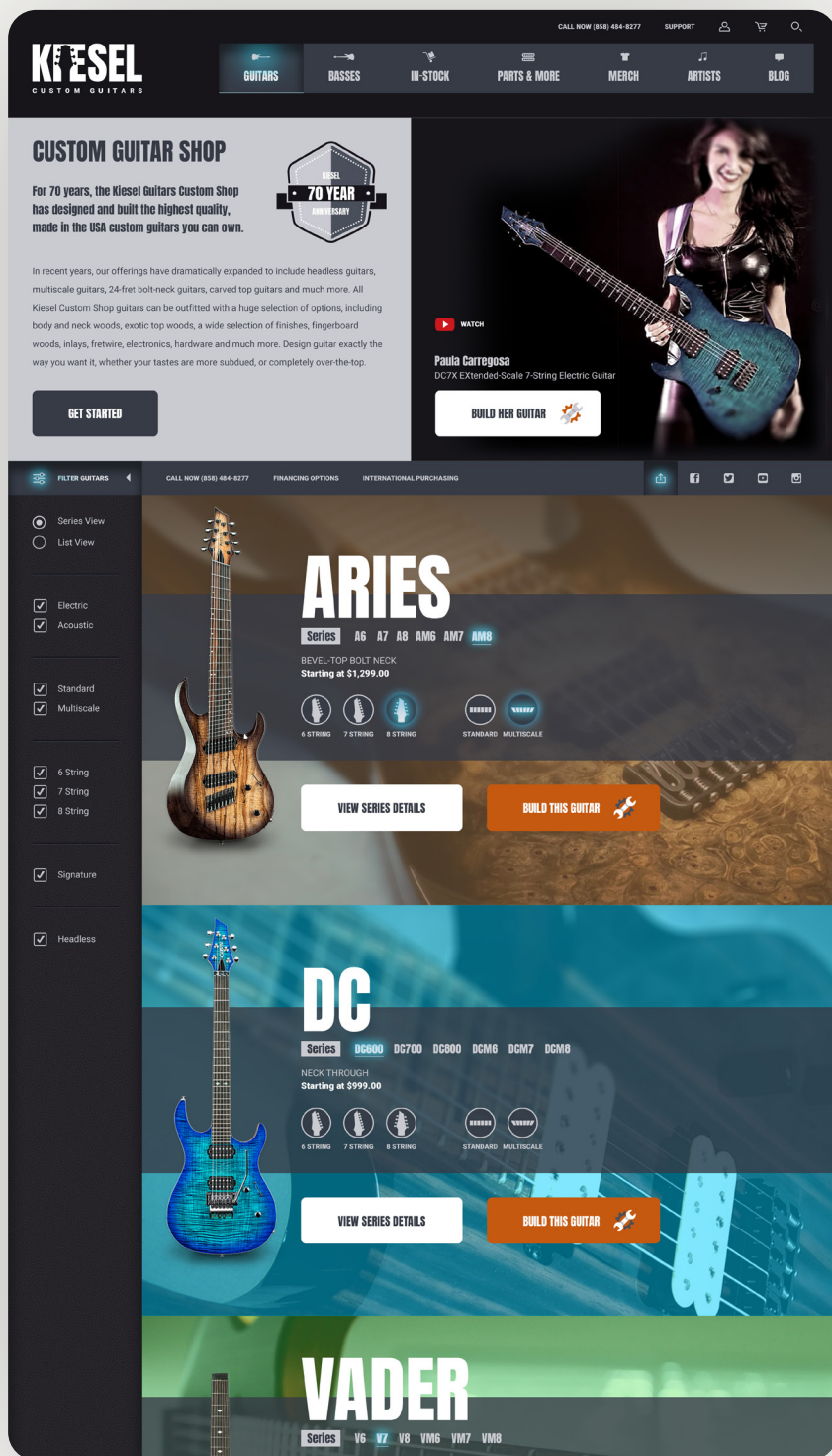


Curiosity doesn't end when a project is complete. These concept explorations reimagined the CorelDRAW application icon, searching for new ways to express the brand while preserving its recognition. Although the concepts were never produced, they demonstrate my habit of exploring possibilities before they're requested.



Future
Brand
Directions

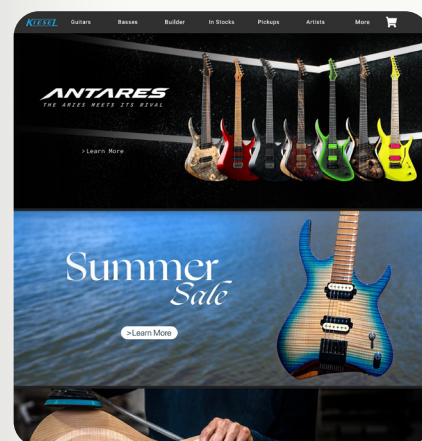




After

KIESEL

Before



Independent Brand Proposal

Believing the Kiesel brand had an opportunity to evolve, I independently developed a complete identity and website proposal that modernized the customer experience while preserving the craftsmanship and personality of the company. Although the concept was never implemented, it reflects my belief that strong ideas are worth pursuing—even without a formal brief.

KIESEL
CUSTOM GUITARS

Design Principle

Working on these explorations taught me that *curiosity* is something you *practice*, not something you wait for.

The most meaningful ideas often begin without a brief—they begin with a question that's worth exploring.

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PAUL LANGE & CO

|| Parallels®

PaintShop Pro



WordPerfect®
OFFICE STANDARD 2021

Virtuozzo



VideoStudio

Alludo

MindManager®

KIESEL
CUSTOM GUITARS

CorelDRAW®
GRAPHICS SUITE

WinZip®