



Kevin Bell

Senior Brand Designer

Corporate Branding • Design Systems • Brand Strategy

Portfolio



LinkedIn



Behance



Website



Email



Senior Brand Designer with more than 20 years of experience helping technology companies build and evolve global brands across digital, print, product, and marketing. I specialize in transforming complex software products into clear, scalable brand systems that strengthen recognition, improve customer engagement, and support long-term business growth.

Over the course of my career, I have led brand evolution initiatives, product launches, corporate design development, and cross-channel campaigns for internationally recognized software brands including Parallels, CorelDRAW, MindManager, WinZip, Painter, PaintShop Pro, VideoStudio, WordPerfect, and Clearwire.

Combining strategic thinking with hands-on execution, I create cohesive brand experiences across digital, web, motion, UX, presentations, packaging, events, and marketing communications. My background in front-end development allows me to collaborate effectively with engineering teams, ensuring design systems are both strategically sound and technically practical.

Core Competencies

- Brand Strategy & Corporate Identity
- Design Systems
- Brand Leadership
- Visual Storytelling
- Cross-Channel Campaign Development
- Product Launch Branding
- Marketing Communications
- Executive Presentation Design
- UX & Information Architecture
- Responsive Web Design
- Motion Graphics & Animation
- Front-End Collaboration (HTML/CSS/JavaScript)
- AI-Assisted Creative Workflows
- Stakeholder Collaboration
- Creative Problem Solving

Senior Brand Designer

Corel GmbH

Remote (Germany) | November 2019 – July 2025

Led the continued evolution of multiple internationally recognized software brands, creating scalable design systems and integrated marketing experiences across digital, print, product, and event channels. Worked closely with global marketing teams, product managers, and creative stakeholders to ensure brand consistency throughout product launches and ongoing campaigns.

Selected Contributions

- Facilitated the visual evolution of the Parallels, CorelDRAW, MindManager, WinZip, Painter, PaintShop Pro, VideoStudio, and WordPerfect brands.
- Developed scalable design systems supporting marketing campaigns, product launches, digital experiences, packaging, sales enablement, and conference materials.
- Created key visuals and campaign concepts used across websites, social media, advertising, email marketing, presentations, and printed collateral.
- Designed exhibition graphics, booth environments, and launch materials for international events.
- Produced motion graphics, product animations, infographics, and visual storytelling assets simplifying complex technical concepts.
- Collaborated across international marketing and product teams to maintain visual consistency across multiple product ecosystems.

Brand Designer & Creative Strategist

Parallels

Remote 2014–2019 (2019–2025, continued under Corel)

Led creative initiatives supporting one of the world's leading desktop virtualization platforms. Responsible for evolving the visual identity across annual product releases while maintaining long-term brand recognition and consistency.

Selected Contributions

- Developed annual launch campaigns for Parallels Desktop.
- Established scalable visual systems supporting multiple editions and customer audiences.
- Designed responsive web experiences, product packaging, digital campaigns, presentations, social media assets, and partner marketing materials.
- Initiated branding concepts that later influenced broader corporate brand evolution.
- Collaborated closely with product management, engineering, and marketing throughout each release cycle.

Software Developer II / UX Designer

Clearwire
2010-2013

Bridged design and engineering to create intuitive digital experiences, combining front-end development with UX, visual design, and information architecture for customer-facing applications, enterprise software, retail environments, and marketing communications.

Selected Contributions

- Led UX and visual design for CLEAR's enterprise order-entry platform and B2B agent portal.
- Designed scalable user interfaces, wireframes, and information architecture in close collaboration with business analysts and engineering teams.
- Developed responsive front-end experiences for CLEAR.com, customer portals, and the online store using HTML, CSS, and JavaScript.
- Created retail marketing campaigns, signage, event graphics, and internal communications to support brand consistency across customer touchpoints.
- Served as the preferred front-end partner for complex, design-intensive projects by combining technical implementation with user-centered design.

Earlier Experience in Graphic Design

JMTek
2007-2009

Magazine advertisements, 3D visualization, web, and print design.

Real Estate Book
2006-2007

Book design, template development, customer presentations.

Carvin Guitars
2005

Marketing, catalogues, product visualization, website management.

Minuteman Press
2004-2005

Prepared press-ready artwork, designed logos, flyers, brochures.

Technologies

- Adobe Creative Cloud
- Figma
- Canva
- Spline
- HTML / CSS / JavaScript
- Webflow / Wordpress / Typo3
- Microsoft Office
- AI Workflows
- ChatGPT
- Adobe Firefly
- Artlist
- Meshy.ai / tripo3d.ai

Languages

English / Native + **German** / B2

Education

Perry Technical Institute in Yakima, WA, USA
2002-2003

Certificate in Graphic Design

Yakima Valley Community College in Yakima, WA, USA
1999-2001

Associate Degree in General Studies