

TRAVIS W. BELL

Graphic Designer

Brand Systems, Campaigns & Editorial Design

Remote | Houston, TX

hello@travisbellportfolio.com

travisbellportfolio.com

[linkedin.com/in/travis-bell-tbell](https://www.linkedin.com/in/travis-bell-tbell)

PROFILE

Graphic Designer who develops creative from briefs and carries the work through production across print, digital, retail and large format. Experienced with established brands, high-volume work, prepress and delegated creative leadership.

EXPERIENCE

Shell (contract via Aquent)

Houston, TX

Graphic Designer

2018 – Present

- Interpret creative briefs, develop design directions and build the finished artwork across retail, digital, email, social, print and large format. When I see a stronger approach, I also present an alternate direction alongside what was requested.
- Design, produce and QC **2,500+ finalized POP and brand assets per year** across Shell, Pennzoil, Quaker State, Shell Rotella and Jiffy Lube, following established brand guidelines.
- Provide **Art Director coverage** during vacations and absences, assigning work across four designers/artists based on deadlines and capacity. Review creative, require revisions when needed, mentor junior designers, and approve and release finished work.
- Refined the team's shared-file structure and wrote guidelines for naming, organizing and maintaining project files. Trained the team and new hires, and started weekly audits to catch missing files from completed projects.
- Adapted a **Pennzoil national promotion** across retail, digital, email, social and print, completing the work more than **30 days ahead of launch**.
- Built **14 brand-safe PowerPoint templates** that protect required brand elements while allowing Shell employees to customize content.

T.W. Bell Creative (Freelance)

Houston, TX

Owner & Graphic Designer

2014 – Present • evenings and weekends

- Worked with Shell TapUp's Netherlands team to build a global brand guide and supporting templates. Established production standards and a correction process, served as final production QC with **zero production-error press rejections**, and created the checklist used for project handoff.
- Independently designed and produced all **18 monthly issues of My Life 360 Magazine**, handling concept, editorial layout and press-ready files. Every issue shipped on time.
- Independent client work also includes logos, direct mail, email and social graphics, commercial vehicle wraps, and other print and digital creative.

Valassis

Houston, TX

Graphic Designer / Production Artist

2007 – 2014

- Became the department's **highest-output ad designer**, producing **3,500+ ads in a single year** while maintaining a strong accuracy record.
- Created quick-reference production guides that standardized common tasks and reduced client rework by approximately **10%**.

SKILLS

Design

Creative development, multi-channel campaigns, editorial design, presentation design, retail/POP, large-format design

Brand & Systems

Brand compliance, campaign adaptation, templates, process documentation, asset organization & workflow

Production

Print production, prepress, technical QC, color management, dielines, large-format production

Tools

Adobe InDesign, Illustrator, Photoshop and Acrobat Pro; Figma; PowerPoint; Canva