

Kevin Pease

Senior Creative Designer

Brand • Campaigns
Events • Web

Salt Lake City (Remote)

Portfolio

peasedesign.com

Contact

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Education

University of Memphis
Memphis, TN

Bachelor of Business Administration

Major: Marketing Management
Minor: Art

About Me

Senior designer with 15+ years in B2B tech marketing, including a decade at Dell Technologies and, most recently, Varonis. Hand me the brief and I'll handle the rest: the launch identity, the campaign around it, the event booth, the landing page, and the collateral that drives demand. I work fast, keep everything on-brand, and bring in AI tools to speed up production.

- **Launch creative that drives revenue:** Led identity and campaign for Alienware Elite Care, which tripled attach rates, drove $1M+ in sales in 3 months, and won a 2025 TSIA STAR Award.
- **One designer, every format:** Print, digital, social, events, web and email, plus video editing, from concept through production files.
- **Systems that scale:** Builds templates and shared brand libraries that let small teams keep their output steady and on-brand.
- **Practical AI workflows:** ses generative AI tools like Figma Weave where they add value, such as a headshot-editing workflow that cut editing time by ~87%.

Professional Experience

Varonis | Miami, FL

Senior Creative Designer, 2025–Present *(Contract / Remote)*

- Produce end-to-end marketing creative for a global cybersecurity company. 250+ projects since October 2025, spanning event booths and signage, brochures, datasheets, whitepapers, digital ads, social, email, web, packaging, logos, icons and badges.
- Put a major brand refresh into practice. Helped define the new graphic treatments, refreshed 7 core templates in under 3 months, and published Canva templates for the marketing team.
- Built a Figma Weave AI workflow to color-correct and enhance headshot photos, cutting editing time from ~40 min to ~5 min per image across 100+ headshots.
- Designed a unified diagram system in Figma for Varonis technical diagrams, then used it to turn engineers' rough drafts into 30+ clear, on-brand architecture diagrams for product marketing and sales.

Dell Technologies | Round Rock, TX

Senior Creative Designer, 2015–2025 *(Contract 2015–2022 / Full-Time 2022–2025 / Remote)*

- Designed digital and print marketing collateral for Dell Technologies Services, including brochures, datasheets, whitepapers, banner ads, social media graphics, email campaigns, presentation decks, infographics, eBooks, event creative, logos, badges, and video/podcast editing.
- Led creative direction for the January 2025 launch of Alienware Elite Care, including logo design and collateral rolled out in 71 countries. The launch tripled service attach rates on Alienware hardware and drove $1M+ in sales within 3 months. The work won a 2025 TSIA STAR Award (Excellence in Demonstrating and Defending Value) and Dell's internal "Game Changer" recognition.
- Honored with 20+ "Inspire" awards for exceeding expectations and delivering high-impact creative solution.

Core Competencies

- Creative Direction
- Visual Identity
- Logo Design
- Graphic Design (Digital, Print, Social)
- Integrated Marketing Campaigns
- Experiential & Event Design
- Packaging & Swag
- Web Design & Development
- Email Design & Development
- Team Leadership
- Video Editing

Technical Skills

- Figma, Adobe Creative Suite with a focus on Illustrator, Photoshop, InDesign, and Premiere
- Web development tools and platforms including WordPress, WP Engine, Divi, Shopify, WooCommerce, HTML, CSS, Google Search Console, Analytics, SEO, and web accessibility standards
- Business, marketing, and AI tools including Canva, Asana, Microsoft Office, ChatGPT, Claude, Figma Weave, generative AI models, Mailchimp, Constant Contact, HubSpot, and more

Pound Design+Branding | Austin, TX

Creative Director & Owner, 2008–Present *(Select clients since 2022)*

Founded my design studio in 2008, helping small businesses and startups build distinctive visual identities through branding, graphic design, and web design.

- Provided consulting across diverse industries, specializing in creative direction, brand identity, integrated marketing campaigns, graphic design, web design and development, and digital/print collateral.
- Managed all business operations, including client relations, business development, financial management, sales and marketing, legal, and technical systems.
- Awarded “Best Web Designers/Developers in Austin” by Expertise (2021, 2022) and “Top B2B Companies in Texas” by Clutch (2020, 2021, 2022).

SolarWinds | Austin, TX

Web Production Artist, 2011–2014 *(Contract / Remote)*

- Designed and coded HTML emails; produced paid-media banner campaigns

Absolute Software | Austin, TX

Graphic Designer, 2012–2013 *(Contract / Remote)*

- Landing page templates, logos, print ads and web banners for LoJack for Laptops

National Instruments | Austin, TX

Digital Media Administrator, 2004–2010 *(Full-Time / On-Site)*

- Responsible for system administration of the MediaBin digital asset management system and all integrated applications, web portals, workflow, and brand management systems.
- Assisted with graphic design and video editing for the in-house design team.

What Others Say

> **“Kevin’s creative direction and execution on the Alienware Elite Care launch has been nothing short of stunning and industry leading.”**
> – Whitney Wilkes, Director of Product Marketing, Dell Technologies

> **“Kevin’s creativity, speed, and strategic input elevate every project. A go-to creative leader.”**
> – Jeremiah Holt, Design Team Traffic Coordinator, Dell Technologies

> **“Kevin transformed our ideas into stunning, on-brand visuals with virtually no revisions needed.”**
> – Jamie Schwalm, Product Marketing Manager, Dell Technologies