

Check Point Software

# Brand & Design Management

Check Point Software is a global leader in enterprise cybersecurity solutions for corporations and governments. The company required consistent, scalable design across its brand, web presence, and marketing initiatives to support global growth and communication.

## Role

- Served as a Design Manager, overseeing a diverse portfolio of UX, brand, web, print and digital design projects
- Collaborated with Sales, Product, Marketing, and Executive Leadership to align design with business goals
- Managed the full creative process from scoping and research through strategy, art direction, and reviews
- Mentored and supported a small team of designers and freelancers

## Impact

- Delivered a cohesive and modernized brand identity across global channels
- Improved creative workflows by implementing clear design systems and processes
- Strengthened collaboration between design and cross-functional teams
- Enhanced design team performance through mentorship and structured guidance

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Design Systems, Ops and Strategy

Check Point Software

# Brand Refresh + Guidelines

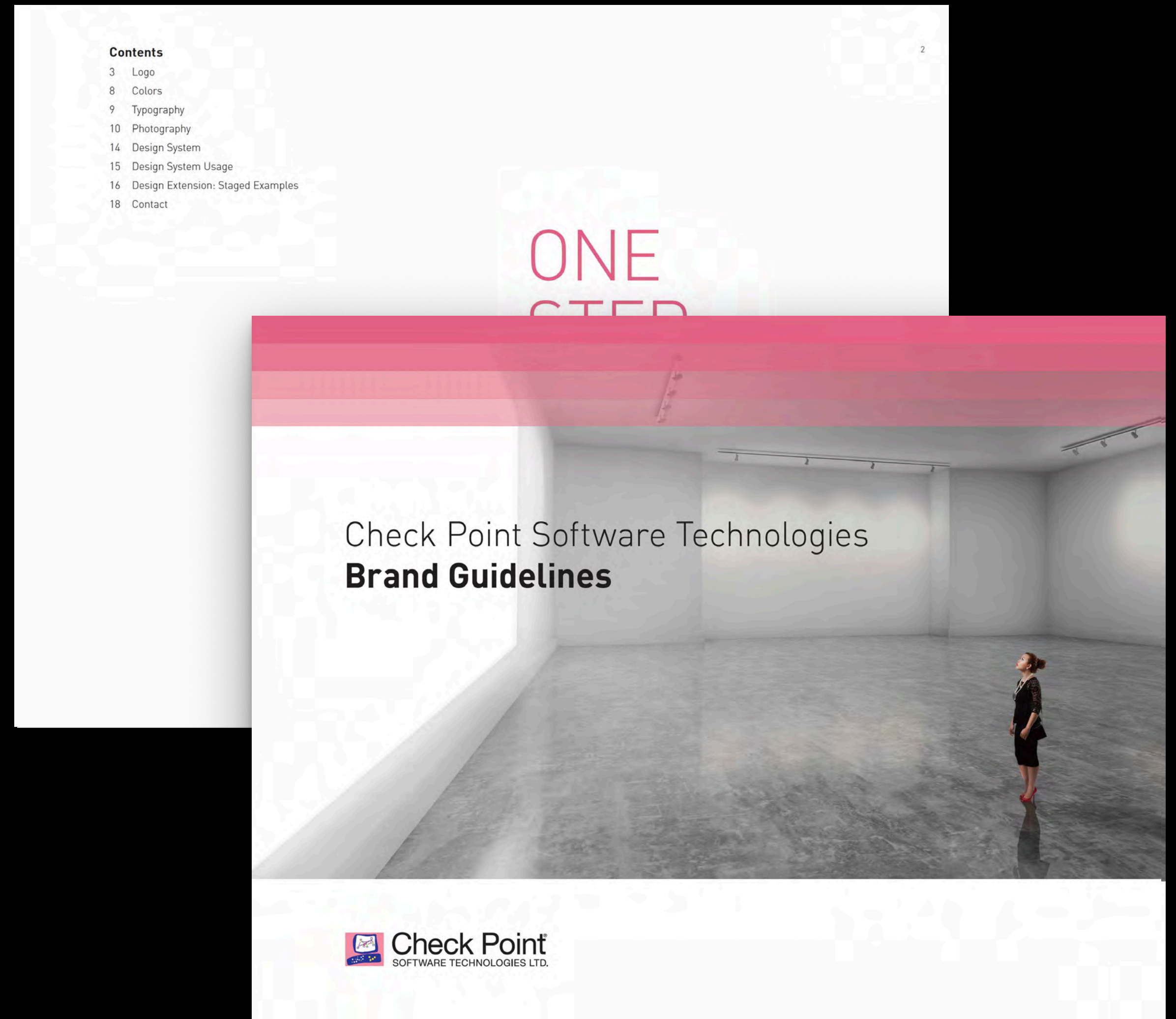
Check Point was undergoing a major brand shift and needed a refreshed identity that felt modern, forward-looking, and scalable. The project focused on evolving the brand through a soft rebrand and updated guidelines that could be applied consistently across all channels.

## Role

- Served as Art Director, shaping the creative vision and guiding two supporting designers
- Partnered with the Creative Director and Head of Marketing to ensure alignment with brand strategy and business goals
- Managed the rollout of the refreshed identity across collateral, digital platforms, and campaigns

## Impact

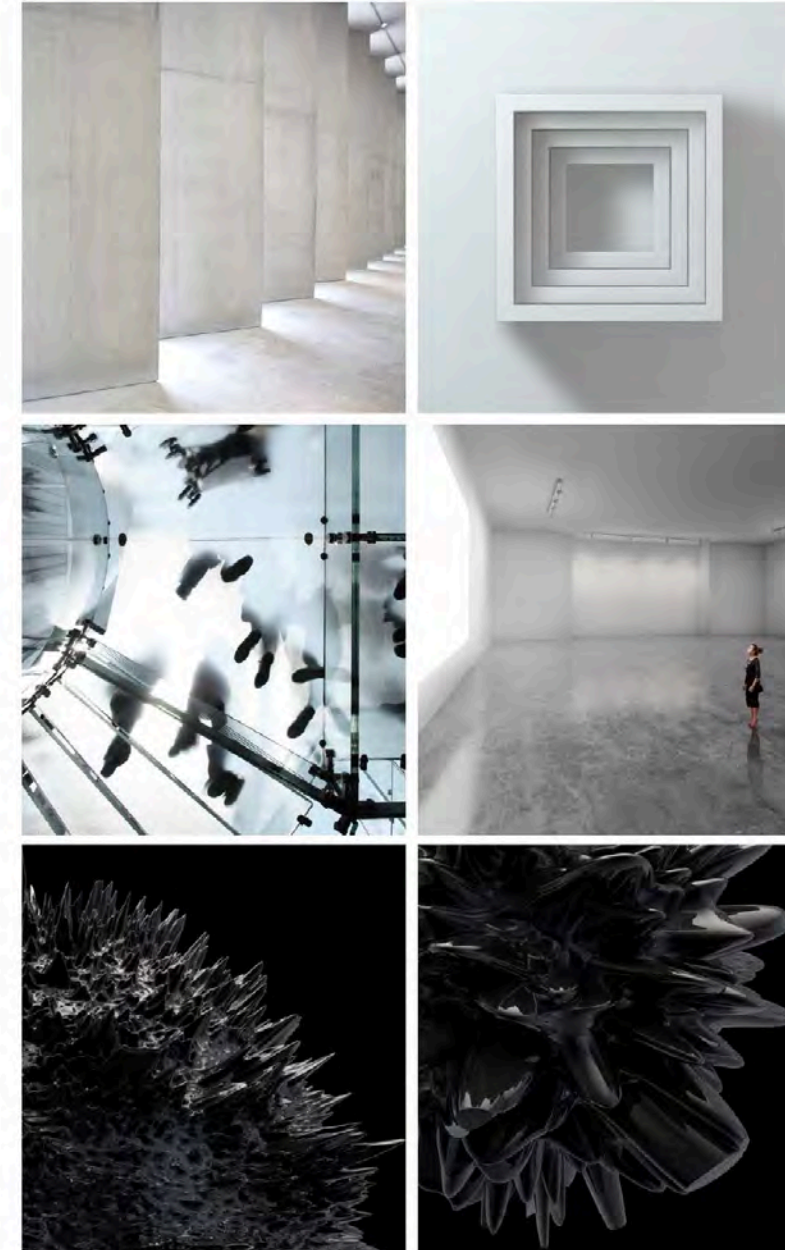
- Delivered comprehensive brand guidelines that enabled consistency across digital, print, and marketing applications
- Elevated the brand's visual presence, positioning Check Point as a modern and credible leader in cybersecurity



# Photography

## Photography

Photography can be a powerful asset in promoting the brand as well as Check Point's specific security features. Subject matter should focus on one of three categories: environmental images, threat interpretations, and futuristic images of people.



10

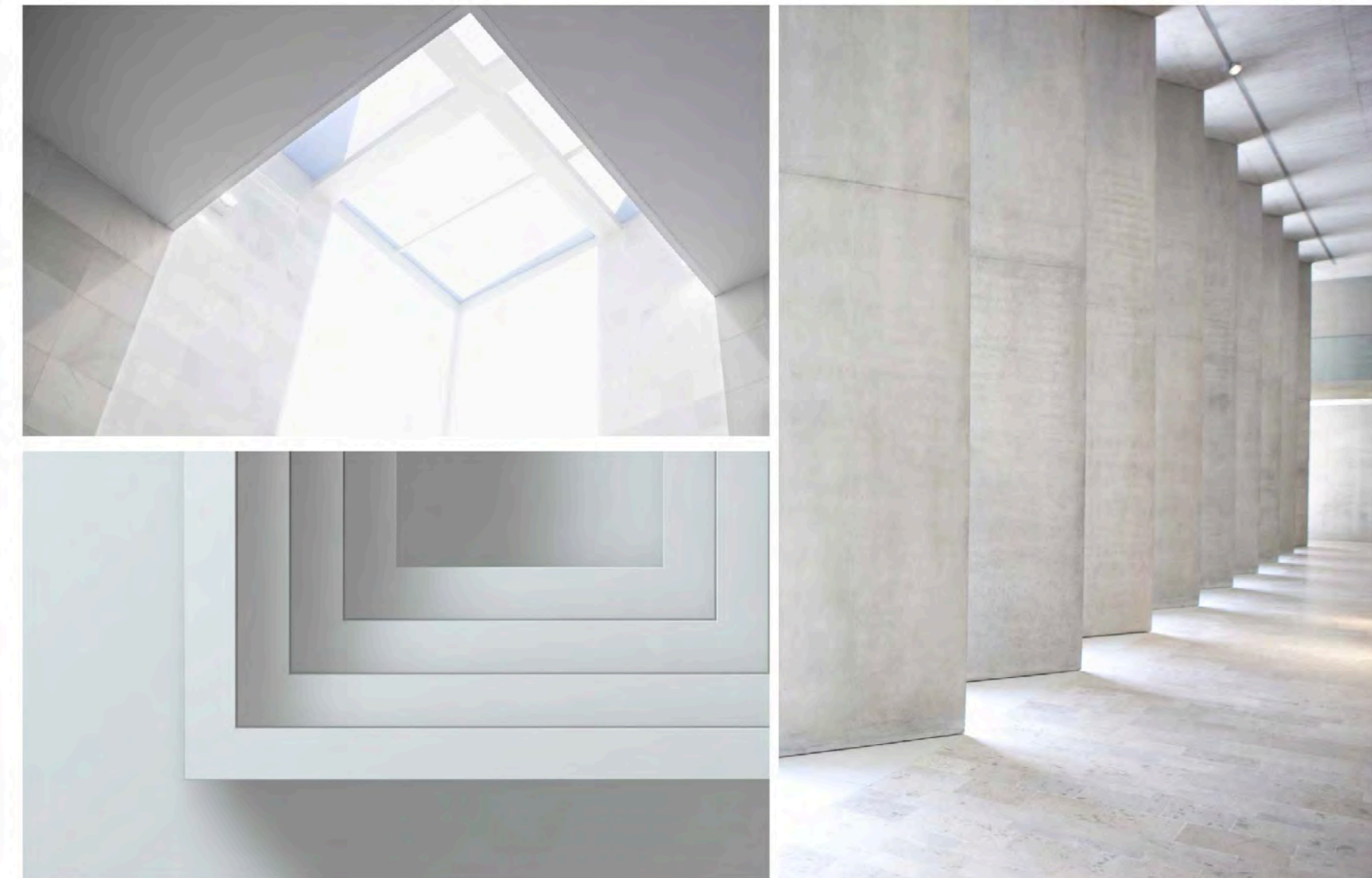
Check Point Software Technologies Brand Guidelines

## Photography (continued)

### Environmental

The environmental style of photography should feature abstractions with sharp angles of architecture to emphasize light and shadow. A strong contrast between light and dark areas provides the setting for portraying secure and insecure areas. Images should be grayscale or highly desaturated.

11



Check Point Software Technologies Brand Guidelines

Pages from Brand Guidelines

The brand shifted away from cliché 'cybercriminal' visuals and embraced sophisticated, high-contrast photography. Light and shadow were used intentionally to symbolize secure versus insecure areas, creating a more modern, confident, and forward-looking identity.

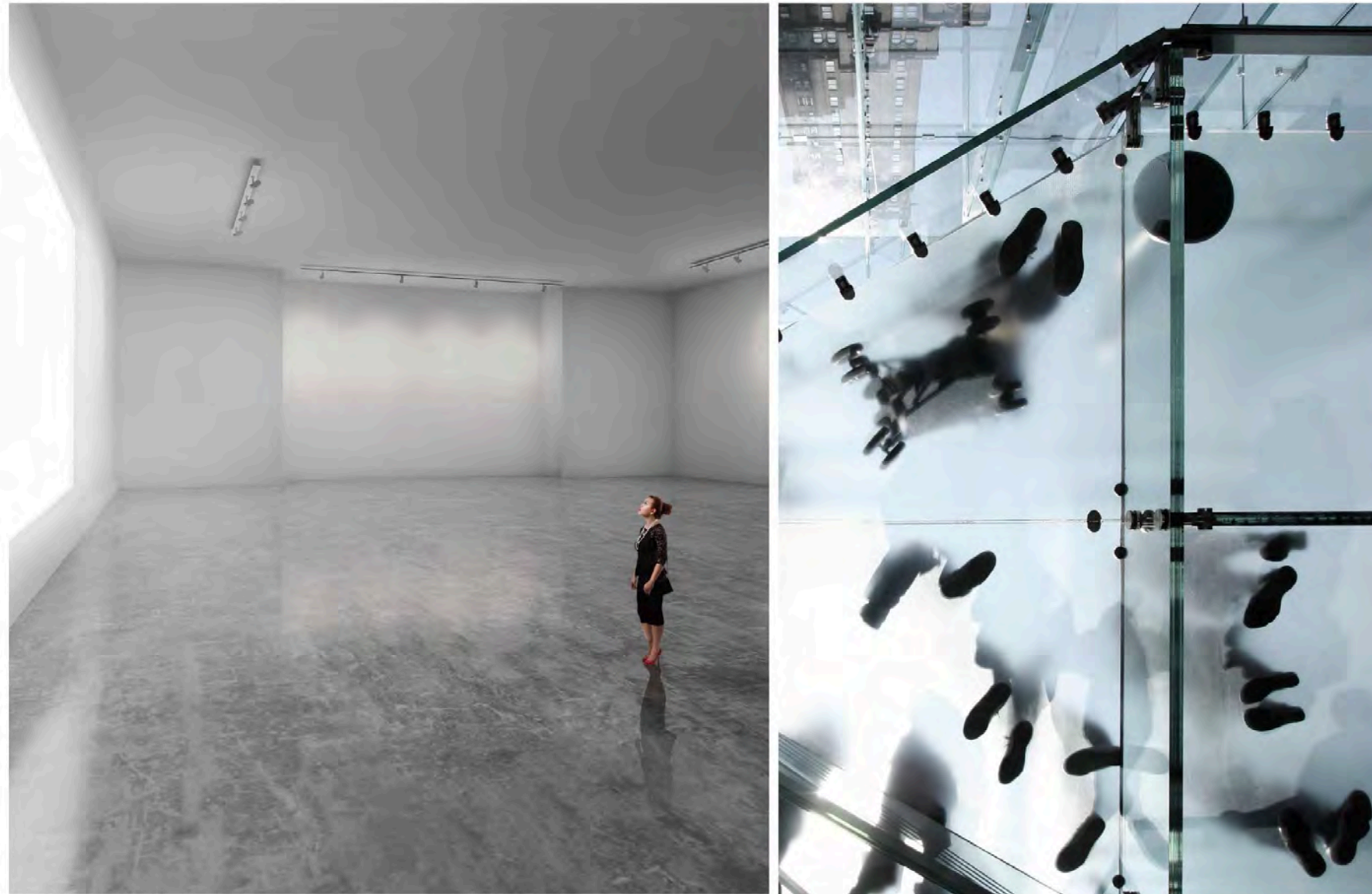
# Photography

## Photography (continued)

### People

12

Photographs including people should be futuristic and dynamic images of everyday people (non-executive) interacting with a bright source of light. The images should demonstrate a powerful sense of scale with high contrast between light and dark areas. Images should be grayscale or highly desaturated.



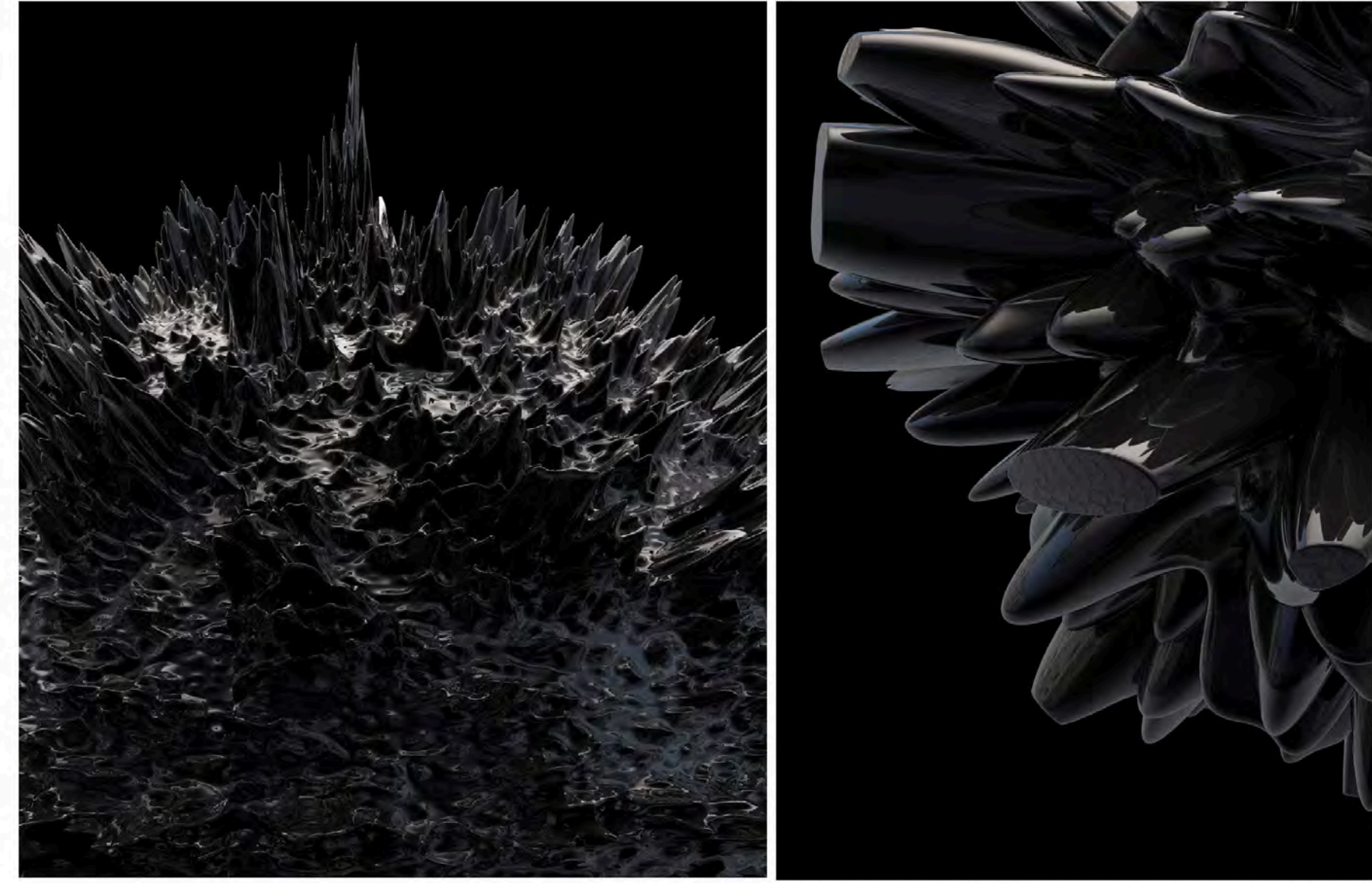
Check Point Software Technologies Brand Guidelines

## Photography (continued)

### Bots

13

This photography style is the representation of the threats Check Point Software Technologies protects against. These images should contain menacing, sharp shapes—or “bots”—on a black background.



Check Point Software Technologies Brand Guidelines

Pages from Brand Guidelines

The visual language expanded with futuristic, dynamic imagery of people interacting with light sources to symbolize security and innovation. Pathogen-like “bot” graphics were introduced as a recurring motif to represent cyber threats, creating a modern, forward-looking identity that aligned with the company’s evolving strategy.

# Design System

## Design System

Unique design elements are an essential visual tool of the Check Point brand. These graphic shapes represent the diverse and flexible security platforms we offer.

The main design elements that make up the system are comprised of four pink bars representing Check Point's security zone. One is solid and the remaining three are of increasing transparency. The solid bar is always closest to the "secure" area in a visual composition.

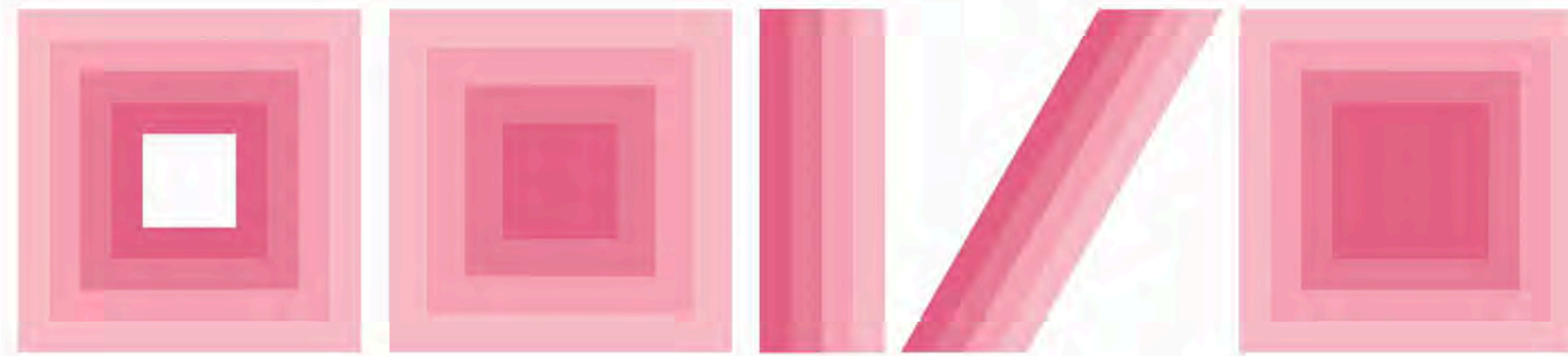
These elements can be used in a variety of shapes and angles, as shown below. They can be the primary element in a design or a basic visual accent.

## Security Layer Transparencies

14



## Graphic Shapes

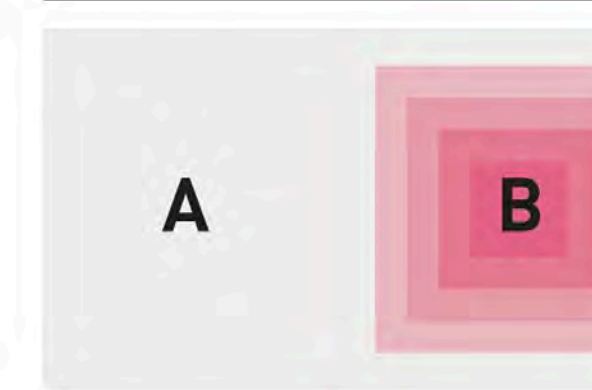


Check Point Software Technologies Brand Guidelines

## Design System Usage

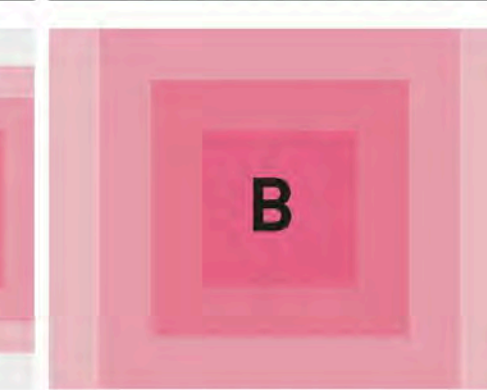
15

### Example 1 (with images)



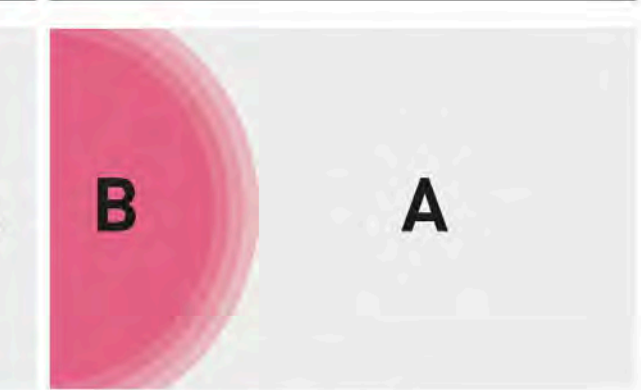
A - threat imagery / outside world  
B - secure area

### Example 2 (with images)



A - threat imagery / outside world  
B - secure area

### Example 3 (with images)



A - threat imagery / outside world  
B - secure area

### Example 4 (no images)



A - protective brand lines  
B - content area

### Example 5 (no images)



A - protective brand lines and secure area  
B - content area

### Example 6 (no images)



A - protective brand lines  
B - content area

Check Point Software Technologies Brand Guidelines

A flexible graphic system was created to support the refreshed identity. Its core element, four pink security bars with the solid bar symbolizing full protection, could serve as bold visuals or subtle accents, making the system adaptable across print, digital, and campaign materials.

Check Point Software

# Brand Application

The refreshed brand system needed to extend across a wide range of customer-facing materials, from posters and datasheets to brochures, handbooks, and reports.

## Role

- Applied the updated brand identity across diverse collateral
- Ensured flexibility in adapting designs to different formats and audiences
- Guided consistency through templates, design systems, and reviews

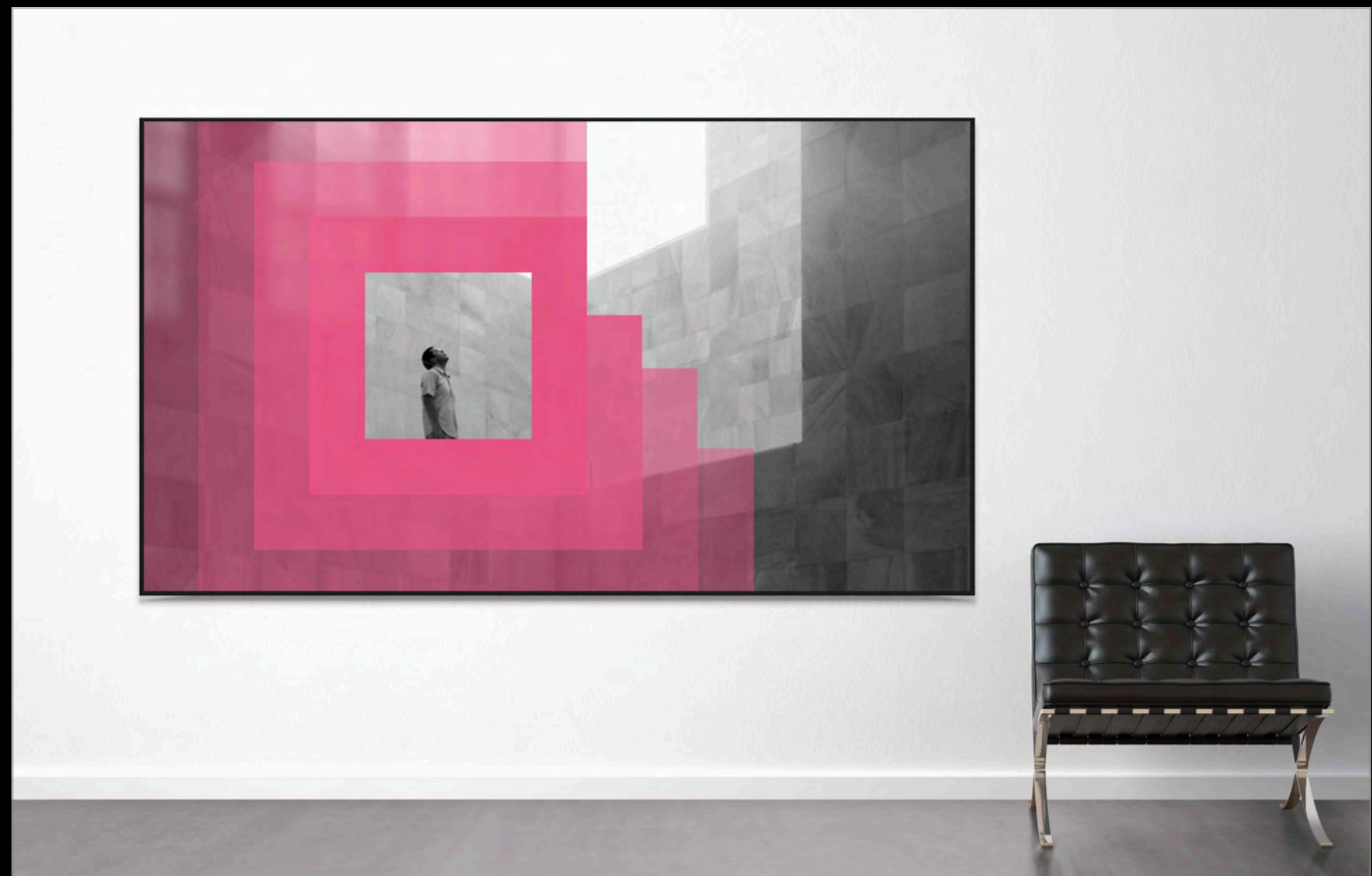
## Impact

- Delivered a unified visual identity across all collateral
- Improved clarity and brand recognition in customer-facing materials
- Established scalable practices for ongoing collateral production





Digital Poster



Digital Poster

**Check Point Threat Prevention Appliances**

**KEY FEATURES**

- One industrial appliance integrating Firewall, Antivirus, Anti Bot, IPS, URL Filtering, Identity Awareness and Application Control
- Proven threat prevention capabilities with a comprehensive portfolio of threat prevention engines and signatures
- ThreatGuard™, the best subscription network in tight physical network, provides real-time security
- Identity and session analysis has been being implemented from side-side
- Pre-incident protection by blocking bot and stopping bot traffic
- Simple, unified user console increases visibility and ease of use
- User and user group granularity in policy and reporting

**KEY BENEFITS**

- Consolidated hardware to protect business
- Single console to manage security, and access to current device to corporate data and services
- Real-time updates against new threats
- Integrated with Check Point security management for better control

**DATASHEET: Check Point Threat Prevention Appliances**

	4809	12209	12409	12609
<b>SCALING</b>				
Concurrent Connections (M)	1,773.3	1,775	4,775	5,775.3
Connections per Second (K)	76	76	176	176
<b>SYSTEM RESOURCES</b>				
Memory / Max	4 / 8 GB	4 / 12 GB	4 / 16 GB	4 / 8
Storage	250 GB	500 GB	500 GB (up to 2)	250 GB
Network Interfaces	8x 10/100/1000 Base-T RJ45 ports	8x 10/100/1000 Base-T RJ45 ports	3x 10/100/1000 Base-T RJ45 ports	2x 10/100/1000 Base-T RJ45 ports
Power Supply	One AC power supply	One AC power supply	Redundant dual hot-swappable	Redundant dual hot-swappable
LOM	Yes	Yes	Yes	Yes
<b>DIMENSIONS</b>				
Enclosure	1U	1U	1U	1U
Standard (W x D x H)	17.25 x 16.14 x 1.73 in	17.25 x 16.14 x 1.73 in	17.25 x 12.19 x 1.73 in	17.25 x 12.19 x 1.73 in
Metric (W x D x H)	438 x 410 x 44mm	438 x 410 x 44mm	438 x 308 x 44mm	438 x 308 x 44mm
Weight	7.4 kg (16.4 lb)	7.4 kg (16.4 lb)	7.4 kg (16.4 lb)	7.4 kg (16.4 lb)
<b>POWER REQUIREMENTS</b>				
AC Input Voltage	100 - 240V	100 - 240V	100 - 240V	100 - 240V
Frequency	47 - 63 Hz	47 - 63 Hz	47 - 63 Hz	47 - 63 Hz
Single Phase Supply Rating	270W	270W	270W	270W
Power Consumption Maximum	140W	140W	140W	140W
Maximum Thermal Output	435.4 BTU	435.4 BTU	435.4 BTU	435.4 BTU

Data Sheet

**AN AVERAGE DAY IN AN ENTERPRISE ORGANIZATION**

EVERY **24 hrs**

A HOST IS INFECTED WITH A BOT.

**MALWARE TREND**

The Check Point security research team analyzed a year of event data from across over 10,000 enterprises to identify the primary threat and deployment vectors in 2013 and report on the state of the threat landscape. The data shows that the majority of malware incidents in 2013 were delivered via email attachments, followed by drive-by-downloads and social media. The research and analysis team will continue to monitor and report on these trends.

**1997 2004 2009 2010 2014**

- RANSOMWARE / INFILTRATION
- NEXT-GEN APPLS, IMMS, ART, POLICE
- CRYPTOMINING AND SPAM
- STATE-SOURCED INDUSTRIAL ESPIONAGE

Brochure Spread



# Annual Security Report

The Annual Security Report was a flagship publication for Check Point, produced each year as an 80+ page document over the course of two to three months. Highly visible within the industry, the report positioned the company as a thought leader in cybersecurity and served as a key resource for executives, partners, and customers worldwide.

## Role

- Served as lead manager, art director, and designer.
- Collaborated with industry experts, writers, and product marketing teams.
- Directed layout, visual language, and design reviews.

## Impact

- Translated complex data and statistics into clear, engaging infographics and charts.
- Enhanced readability and visual storytelling for a global executive audience.



# 03 KNOWN MALWARE: KNOWN AND DANGEROUS

"We're all digital, we're all vulnerable and everything's instant—so instant. Instant success and instant failure."

—Makoto, pop star, on the digital theft and leaking of her unfinished album, "Debel Heart," before it was released.

## TOP 5 COUNTRIES



3.1 SOURCE: Check Point Software Technologies

Given how easy and powerful unknown malware is to create and launch, you would think we would start seeing a decline in known malware. The reality, however, is that hackers continue to keep this method of attack in their arsenal.

In 2014, Check Point researchers discovered that roughly 86 percent of organizations accessed a malicious site. What's more, close to 63 percent of organizations downloaded a malicious file. Looking at speed and frequency, hosts accessed a malicious website every 24 seconds (compared to every minute in the previous year), and downloaded malware every six minutes (compared to every 10 minutes in the previous year). When you consider how quickly viruses can spread and wreak havoc, this goes way beyond alarming.

In 2014 hosts downloaded malware every 6 minutes

In 2014 hosts accessed a malicious site every 24 seconds

## TOP HIGH-RISK APPLICATIONS BY REGION

2014	AMERICAS	EMEA	APAC
ANONYMIZER	Hola • Tor • Coralcdn	OpenVPN • Coralcdn Proxy Suppliers	OpenVPN • Coralcdn • Tor
P2P FILE SHARING	BitTorrent Protocol • SoulSeek BoxCloud	BitTorrent Protocol • SoulSeek Mesh	BitTorrent Protocol • Xunlei QQ Download
FILE STORAGE AND SHARING	Dropbox • HighTail Windows Live Office	Dropbox • HighTail • Jalbum	Dropbox • HighTail • Mendeley
REMOTE ADMIN	RDP • LogMeIn • TeamViewer	TeamViewer • RDP • LogMeIn	TeamViewer • RDP • LogMeIn

2013	AMERICAS	EMEA	APAC
ANONYMIZER	Tor • UltraSurf • Hotspot Shield	OpenVPN • Coralcdn Proxy Suppliers	UltraSurf • Tor • Hide My Ass
P2P FILE SHARING	BitTorrent Protocol • SoulSeek BoxCloud	BitTorrent Protocol • SoulSeek eDonkey Protocol	BitTorrent Protocol • Xunlei SoulSeek
FILE STORAGE AND SHARING	Dropbox • Windows Live Office HighTail	Dropbox • Windows Live Office HighTail	Dropbox • Windows Live Office HighTail
REMOTE ADMIN	RDP • LogMeIn • TeamViewer	RDP • TeamViewer • LogMeIn	TeamViewer • RDP • LogMeIn



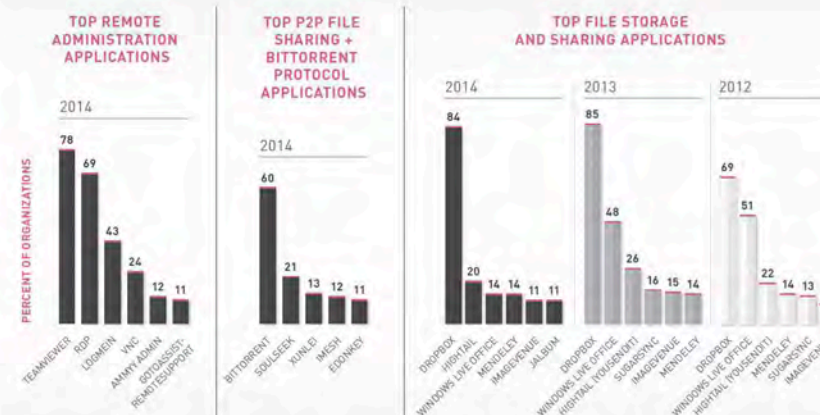
4.1 APPLICATIONS: GETTING YOU WHERE IT HURTS

5.2 SOURCE: Check Point Software Technologies

Organizations experienced 12.7 high-risk application events per hour, 305 times per day

Hide My Ass was nowhere to be seen. Likely, OpenVPN gained popularity following the Edward Snowden revelations about NSA eavesdropping. The reason is that as an industry standard, OpenVPN uses crypto technology that cannot be broken if implemented correctly, thus keeping communications private. Meanwhile, other anonymizers have climbed tremendously in popularity, even if not yet one of the top three.

For instance, the Hola anonymizer app rose from three percent to 17 percent. Part of its claim to fame could be credited to being in the right place at the right time. Hola emerged from beta testing just before the 2014 Sochi Olympics. Because it allows internet access across borders, programming that would be otherwise only available to people in a specific geography is accessible for those using Hola to cloak their geolocations.



5.3 SOURCE: Check Point Software Technologies

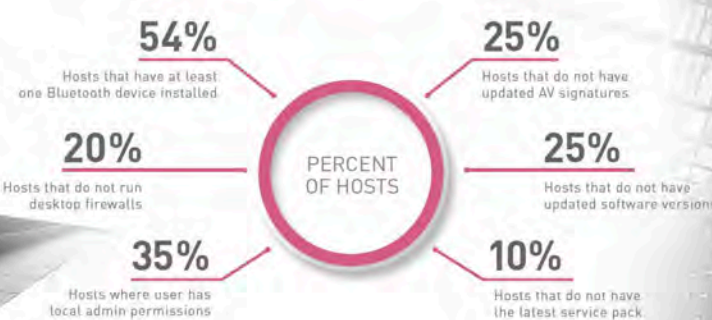
APPLICATIONS: GETTING YOU WHERE IT HURTS | 45

dropped from 68 percent to 40 percent. Why? Hackers show a preference for targeting clients because they can use social engineering and phishing tactics to trick people. In other words, humans are much easier to dupe than machines.

So what's contributing to the problem? Negligence around basic protections. In addition, organizations are using legacy security tools that fall short in addressing the evolving threats of today. If you want to keep your endpoints safe, you start with fundamental actions like ensuring your computers are running desktop firewalls; have updated service packs and software; and have the latest anti-virus software installed.

Yet according to our findings, 20 percent of enterprise hosts are not running a desktop firewall; 10 percent of enterprise hosts don't have updated service

## ENTERPRISE ENDPOINT VULNERABILITIES AND MISCONFIGURATIONS



3.6 SOURCE: Check Point Software Technologies

## Compliant Without Complaint

While most businesses understand their responsibilities around compliance and meeting industry regulations when it comes to security, it's still a very complex issue. You could be fully compliant one day, and then make a business-related change to your network and suddenly find yourself out of compliance. Knowing what to watch for is critical. But don't fall into the trap of thinking that just because your organization is compliant it is completely secure. Meeting regulatory requirements is typically tied to specific threats, making it less comprehensive than a security posture could and should be. It should not be the basis of your security policy. Below is what Check Point discovered in its 2014 research.

CHECK POINT FINDING	CHECK POINT ISSUE ANALYSIS	REGULATION	COUNTRIES IMPACTED BY THIS REGULATION
Anti-Spoofing not being activated for 75% of the respondents	Anti-spoofing verifies that packets are coming from, and going to, the correct interfaces on the gateway. It confirms that packets claiming to be from an internal network are actually coming from the internal network interfaces. It also verifies that, once a packet is routed, it is going through the proper interface.	PCI DSS 3.6 NIST 800.41	Global—any company processing or storing credit card data Mainly relevant to US Federal, but equally applicable to any US company adopting a robust firewall standard
Discovering Any Any Accept rule in 27% of respondents	The fundamental concept of the firewall rule base is "that which is not explicitly permitted is prohibited." To discover that 27% of respondents had an Any Any Accept rule in their rule base was a major surprise. This is firewall 101, the basic of basics.	PCI DSS 3.6 NIST 800.41	Global—any company processing or storing credit card data Mainly relevant to US Federal, but equally applicable to any US company adopting a robust firewall standard
Out-of-State TCP packets not being dropped in 19% of respondents	TCP session timeout is the length of time an idle connection will remain in the security gateway connections table. This idle session is the delay in which an attacker can try to steal and use existing user session package transportation. Packets that are out of state should be dropped. We found that 1 out of 5 companies are not dropping out of state packets.	PCI DSS 3.6 ISO 27001	Global—any company following this standard Global—any company processing or storing credit card data Global—any company being certified to this standard or adopting it as a best practice

## CORPORATE DATA AT RISK



4.1 SOURCE: Check Point Software Technologies

When mobile security is weak, it can provide attackers with personal information, passwords, business and personal email, corporate documents, and access to company networks and applications. In the business setting, that concern becomes magnified. In fact, 87 percent of IT professionals say careless employees are a greater threat to security than cybercriminals. And, 92 percent say employee behaviors could have made a difference in preventing high-profile security breaches.

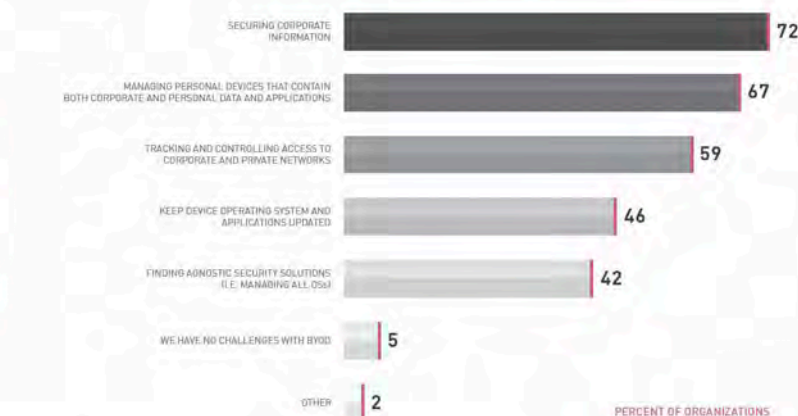
## OUT OF CONTROL

Among those surveyed, 91 percent have seen an increase in the number of personal mobile devices connecting to corporate networks during the past two years. Alarmingly, 44 percent of organizations do not manage corporate data on employee-owned devices. Add to that, 33 percent of app developers do not test their apps for security.

BYOD challenges become even more notable in the context of a separate global study we conducted. Commercial mobile surveillance kits, typically used for monitoring children—or in some cases spying—were put under the microscope. The reason: Such products are vulnerable to mobile remote-access Trojans (mRATs), which top the list of mobile malware. More than 500,000 Android and 420,000 iOS devices that connected to corporate Wi-Fi through Check Point firewalls in more than 100

countries were studied. If devices communicated with a command and control (C&C) server, they were considered infected. Researchers found that one out of every 1,000 devices was infected. And in fact, researchers determined that if there are 2,000 devices or more in an organization, there is a 50 percent chance that there are at least six infected or targeted mobile devices on their network. By platform, that breaks down to 60 percent Android and 48 percent iOS.

## BYOD SECURITY CHALLENGES



4.2 SOURCE: Check Point Software Technologies

Check Point Software

# Social Media Campaigns

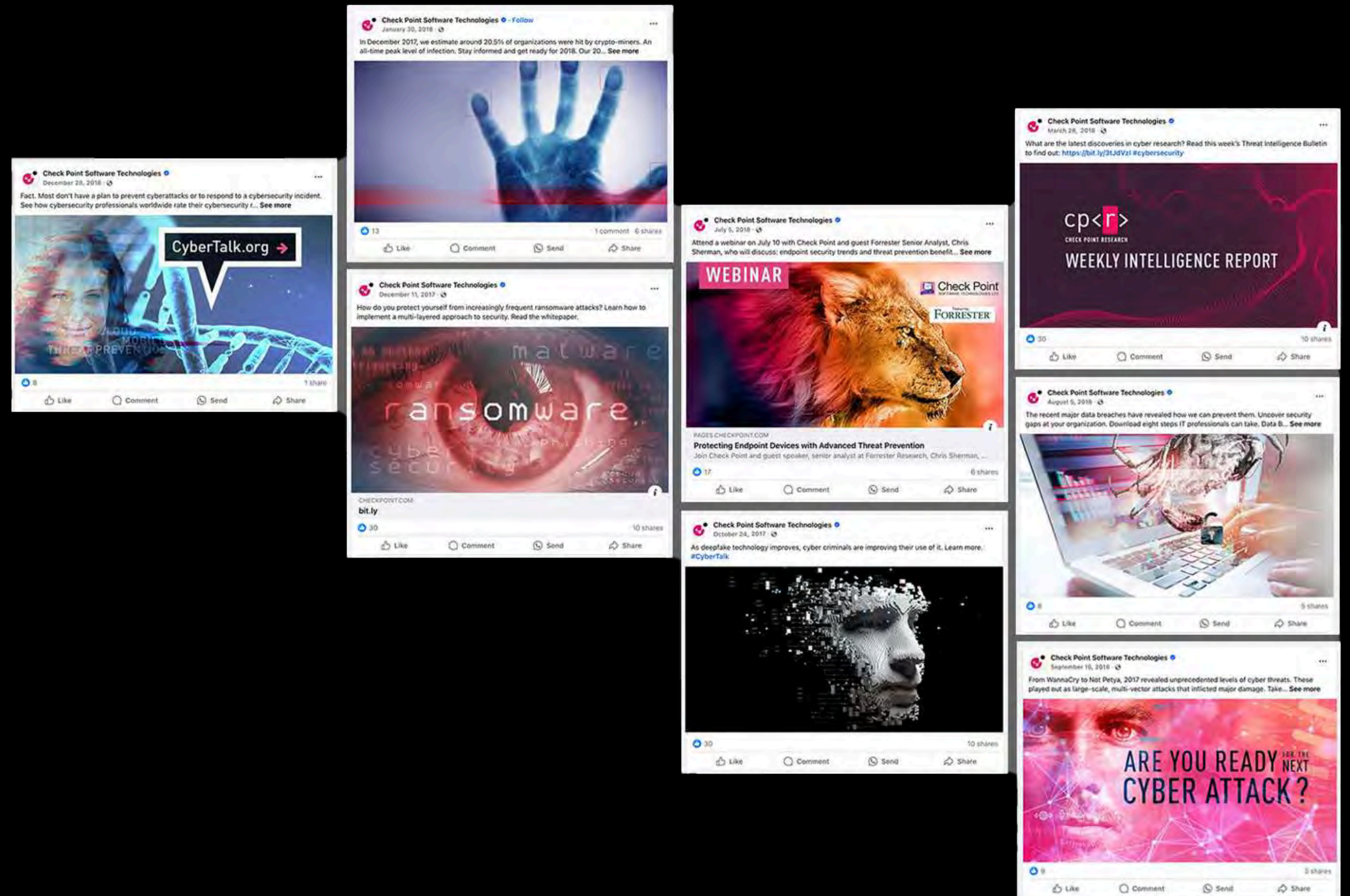
Check Point maintained an active presence on LinkedIn, Twitter, Instagram, and Facebook, where campaigns highlighted webinars, executive insights, industry news, and security reports.

## Role

- Collaborated with marketing to plan and execute social campaigns
- Art directed visual concepts and managed asset production
- Designed campaign materials as needed to ensure quality and consistency

## Impact

- Delivered consistent, on-brand content across multiple social platforms
- Increased visibility for thought leadership, events, and reports
- Helped strengthen Check Point's digital presence and audience engagement



# Marketing Campaigns

Check Point executed large-scale marketing campaigns across every touchpoint, including web, social media, digital ads, billboards, and event signage, to build brand awareness, support product launches, and reinforce its position as a cybersecurity leader.

## Role

- Served as art director and design manager, leading visual direction
- Partnered with marketing to align creative with strategic messaging
- Oversaw campaign production and guided junior designers

## Impact

- Produced high-visibility campaigns such as One Step Ahead
- Delivered cohesive visuals across channels and formats
- Elevated brand perception and recognition on a global scale



Various Campaign Assets: Billboard, Print Ad, Mobile Ads, Booth Design

# UX, Web and Digital Design

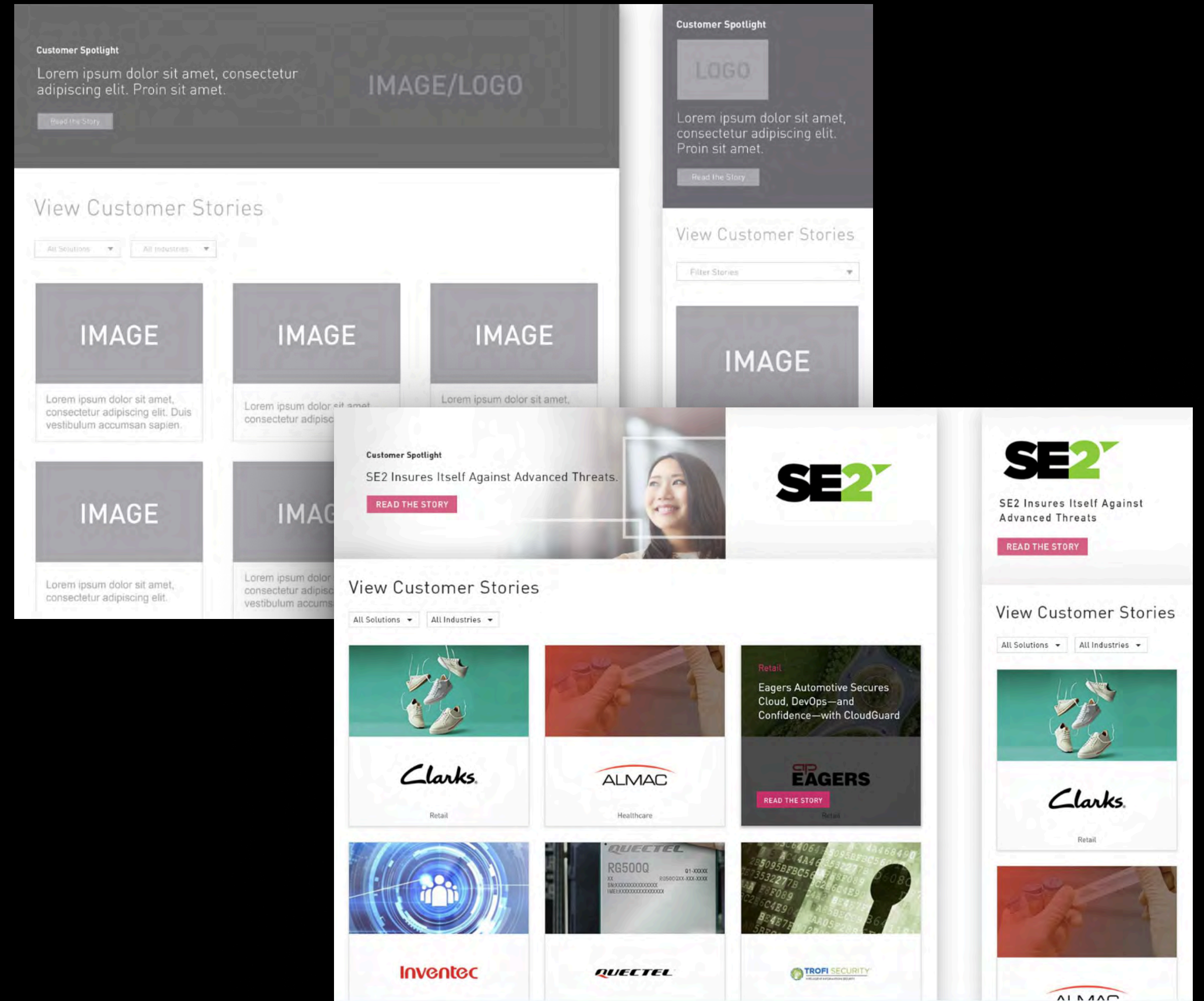
At Check Point, I was responsible for maintaining and evolving the company’s digital presence through routine website updates and periodic UX/UI audits. Updates included campaigns, reports, news, and refreshed visuals to keep content accurate and on brand. Audits provided opportunities to address CMS or structural issues, improve accessibility, and enhance overall usability.

## Role

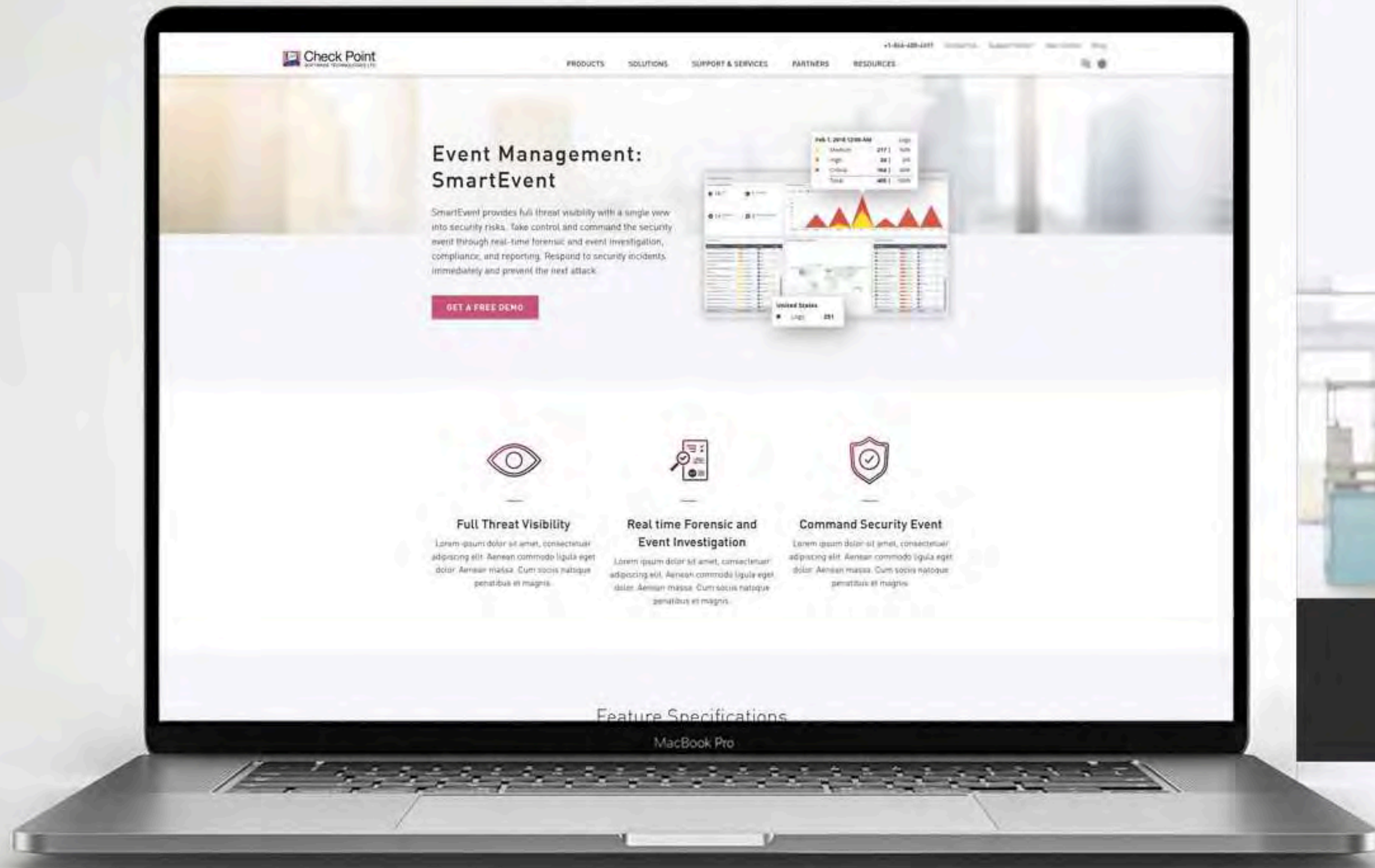
- Managed ongoing content updates
- Conducted UX/UI audits to identify usability and accessibility improvements
- Enforced design systems and brand standards to ensure consistency and scalability across all digital channels

## Impact

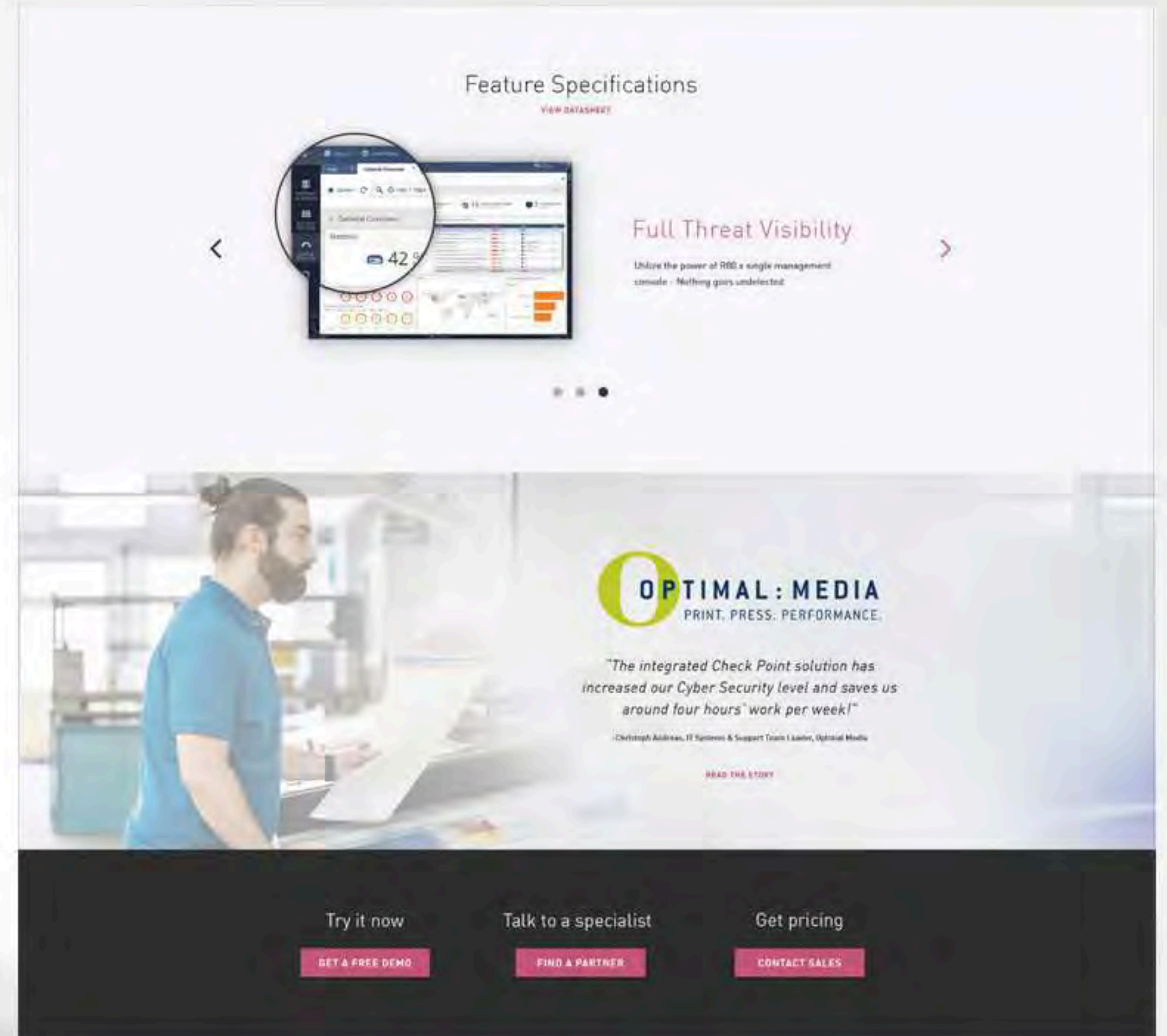
- Streamlined updates with clear workflows and prioritization.
- Built scalable systems and processes to keep the site fresh and user-friendly.
- Improved website usability, engagement, and conversions.



UX/UI Audit for the Customer Testimonials Page - Wireframe and Design Comp



Website Design



### Additional Resources

#### Downloads

- SandBlast Mobile Datasheet
- CSO Guide to Mobile Threat Defense
- Five Mobile Security Myths Debunked
- How SandBlast Mobile Works
- CSO Magazine Product Review - SandBlast Mobile

#### Videos

- SandBlast Mobile Defends Cyberattacks
- Protecting Against Malicious Mobile Apps
- How SandBlast Mobile Works
- From Hummingbird to Wiper: Android Malware

#### Links

- Latest: SandBlast Mobile Dashboard
- Mobile Cyberattacks Impact Every Business
- Check Point and Microsoft Secure Enterprise Mobility
- Are You Prepared for the Next Mobile Attack?



## Protect Your Users On All Platforms With ZoneAlarm®

### YOUR USERS' LIVES ARE ONLINE, ARE THEY SECURE?

**THERE IS A THREAT** Every day there are 2M new mobile threats. Such as man-in-the-middle through Wi-Fi, phishing and malwares.

**SENSITIVE INFORMATION ON PHONES** Users have on their mobile device sensitive content such as financial credentials, photos, videos and e-mails.

**PHONES ARE NOT PROTECTED** While most of the users have an Antivirus on their PC, their mobile phone is not protected.



### SECURITY SOLUTIONS FOR ALL DEVICES



PC

[Learn more](#)



Android

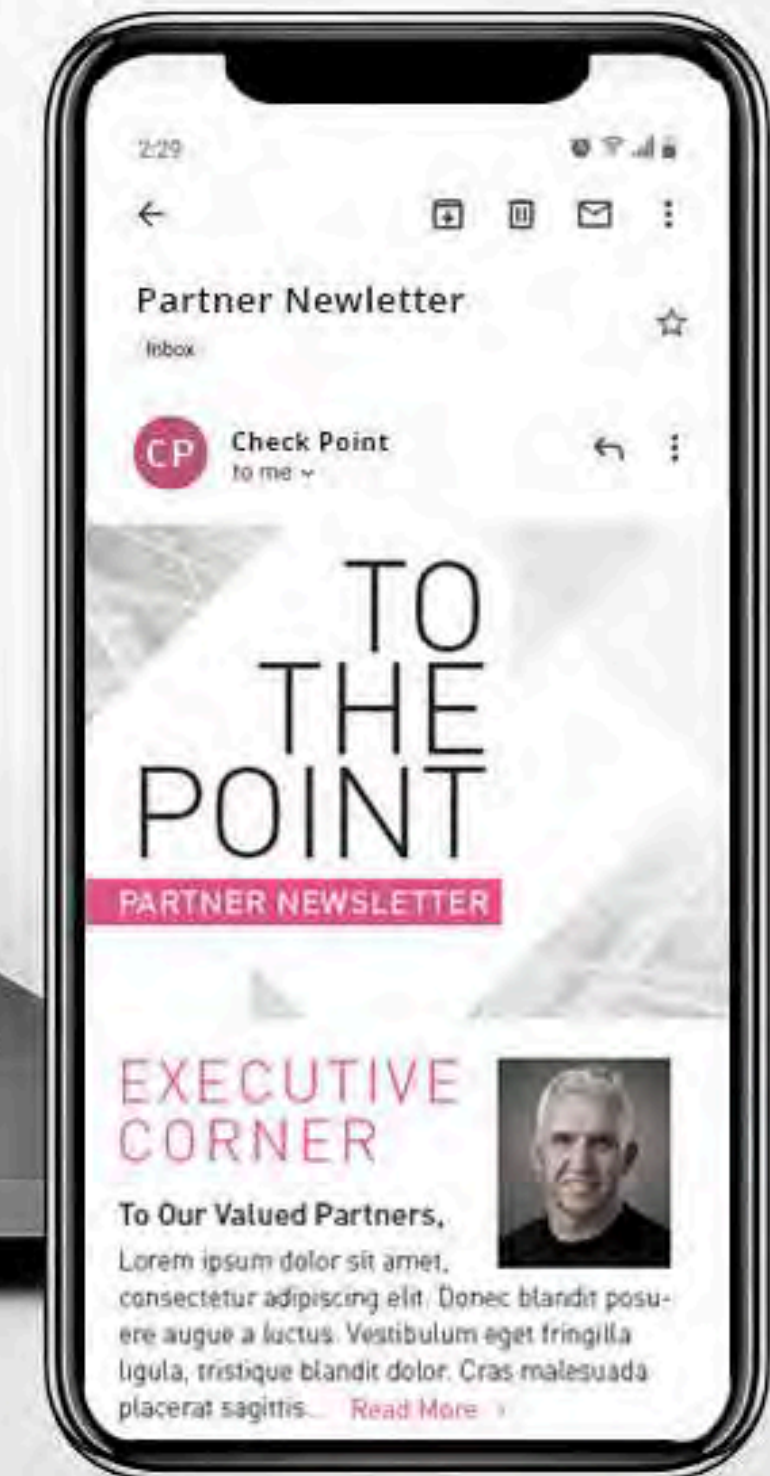
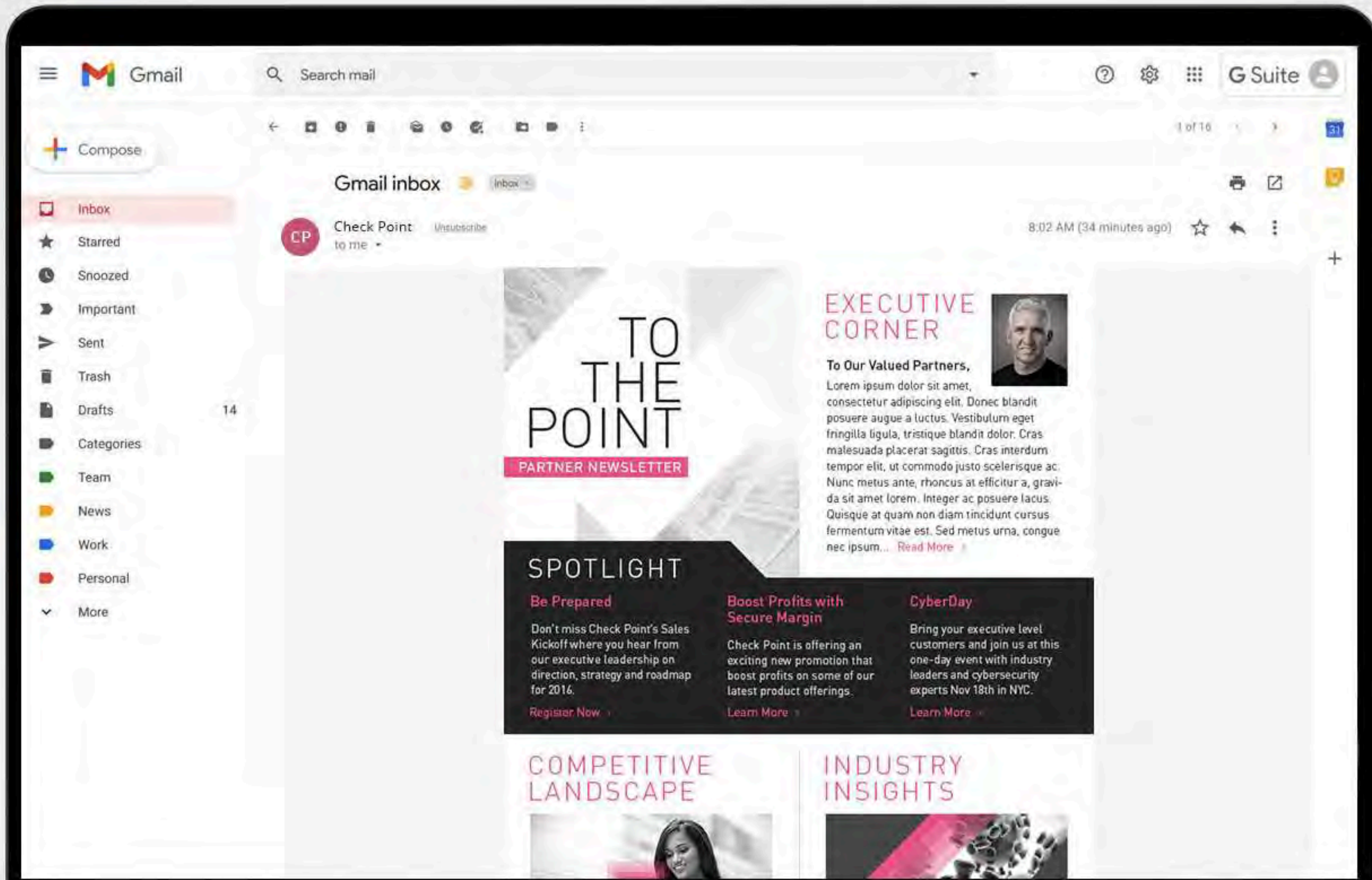
[Learn more](#)



iOS

[Learn more](#)

MacBook Pro



Email Marketing Template for a Partner Newsletter

Check Point Software

# Mobile Partner Resources App

Check Point's global sales partners needed quick access to tools, product info, and updates on the go. To meet this need, we launched a mobile Partner Resources App that centralized sales tools, product catalogs, deal registration, service requests, and real-time security alerts in one easy-to-use platform.

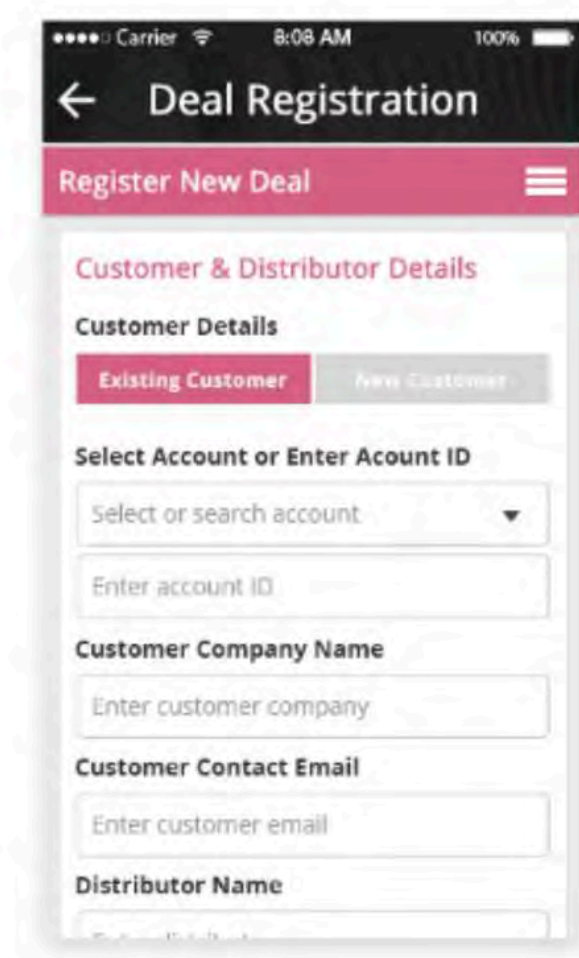
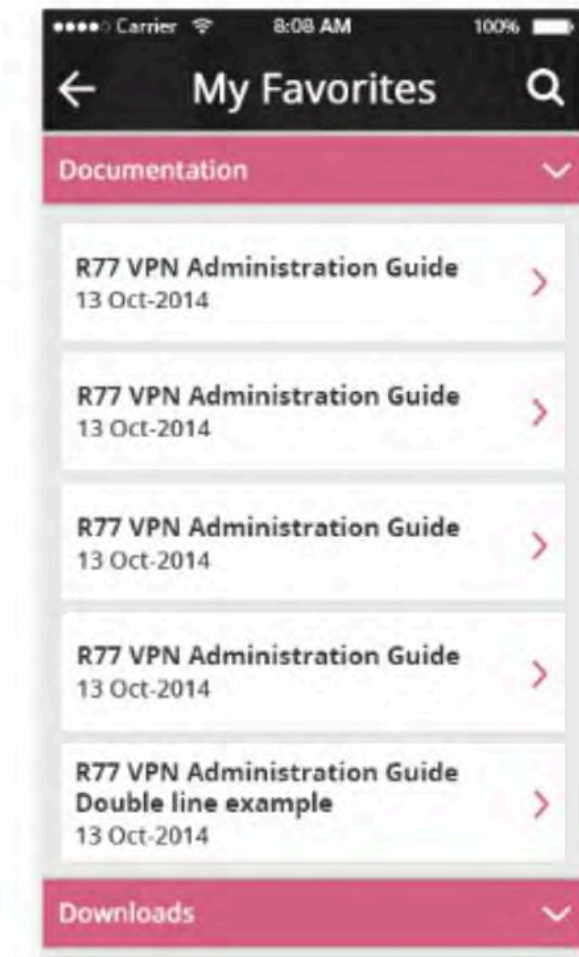
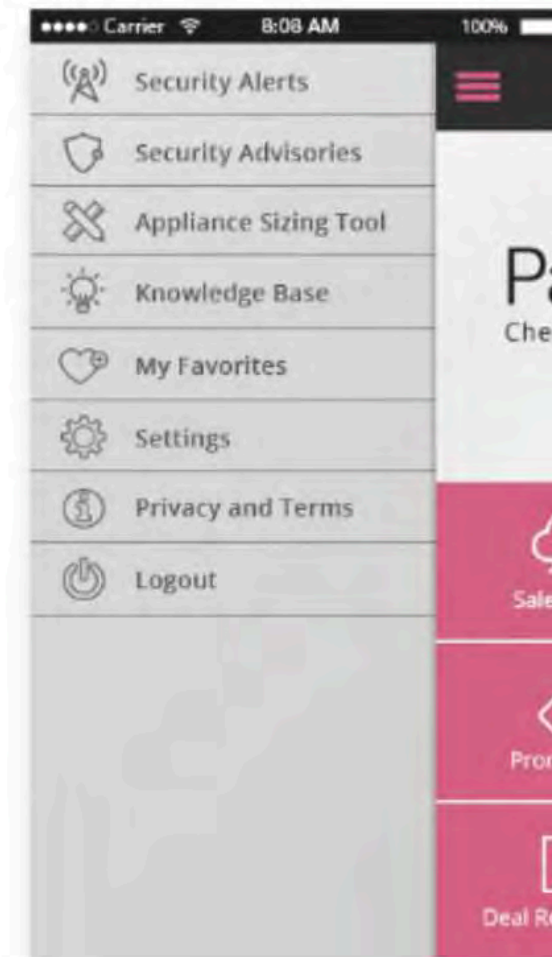
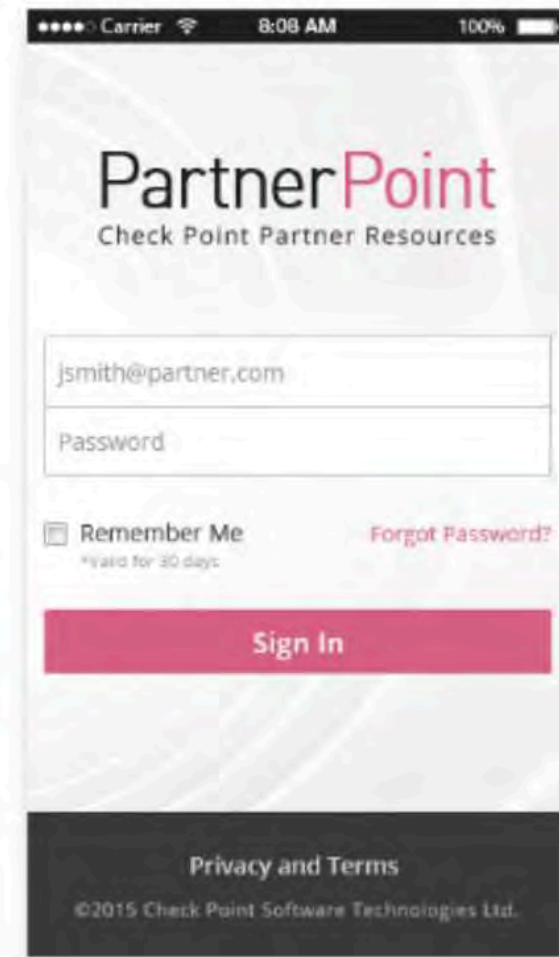
## Role

- Created the full user interface, designing a clean, intuitive, and mobile-friendly experience.
- Partnered with sales, digital marketing, and engineering teams to align the app's design with business needs and technical feasibility.
- Produced layouts, navigation flows, and visual components consistent with Check Point's brand while ensuring usability across devices.

## Impact

- Delivered a unified, on-the-go resource hub that improved partner productivity and engagement by consolidating scattered resources into one streamlined mobile experience.





Multiple screens from the mobile app

# Design Systems, Ops and Strategy

With multiple teams producing content and design, Check Point faced challenges around consistency, scalability, and efficiency. To solve this, I created design systems and operational workflows that aligned design, development, and marketing efforts.

## Role

- Served as Design Manager, leading projects from initiation through delivery
- Designed and implemented systems for governance, consistency, and scalability
- Partnered with cross-functional teams to ensure adoption and usability

## Impact

- Established a digital style guide to standardize design and development
- Built a content catalog to keep structures and components consistent
- Developed a digital asset library to streamline requests and reduce duplicate work
- Created PowerPoint and campaign templates to support scalable, on-brand communication
- Result: faster workflows, greater consistency, and smoother collaboration across teams

## Projects

22

Digital Styleguide

23

Content Catalog

24

Digital Assets Library

25

PowerPoint Templates

## Design Systems

# Digital Styleguide

### Responsibilities:

Led the project from start to finish, covering project initiation, content and design strategy, and implementation.

### Deliverables:

- PDF Reference Document
- XD templates
- Wordpress implementation

### Overview:

During the website redesign I led the creation of a new digital style guide to establish clear standards for the new updated design.

I collaborated closely with the design and development teams to integrate this into our CMS and provided guidance and support to the team so they could apply it consistently across all new website additions.

## Color Palette

**PRIMARY**

- Brand Pink #E65484

**ACCENTS**

- Dark Pink #C2783F
- Orange #E15434

**GRAVICALS**

- White #FFFFFF
- Light Gray 1 #F7F8FA
- Light Gray 2 #F2F2F2
- Light Gray 3 #E0E0E3
- Med Gray 2 #808080
- Dark Gray 1 #555555
- Dark Gray 2 #333333
- Black #000000

**GRADIENTS**

- Dark Pink to Brand Pink
- Brand Pink to Orange
- Dark Gray to Brand Pink

## Background Colors

Standard Colors

Always use these colors for backgrounds. Swatch color gradients/images can be used in special cases.

**STANDARD COLORS**

- White #FFFFFF
- Light Gray 1 #F7F8FA
- Light Gray 3 #E0E0E3
- Dark Gray 2 #333333

## Backgrounds (cont.)

Combining Backgrounds

When using gradients to an image, make sure there's enough contrast between them.

**COMBINING BACKGROUNDS**

## Navigation

**TABS**

## Font Specs

LINE HEIGHT WEIGHTS

Light  
Light Italic  
Regular  
Regular Italic  
Medium  
Medium Italic  
**Bold**  
**Bold Italic**

Regular Condensed  
**Bold Condensed**

HEADINGS

H1-50px Line Height- 60px Character Spacing- 16

H2-40px Line Height- 50px Character Spacing- 16

H3-30px Line Height- 40px Character Spacing- 16

H4-24px Line Height- 34px Character Spacing- 16

BODY

B1-16px Weight- Regular Line Height- 26px Character Spacing- 16

B2-19px Weight- Regular Line Height- 29px Character Spacing- 16

B3-21px Weight- Regular Line Height- 31px Character Spacing- 16

SMALL TEXT

SMTX- 14px Line Height- 24px Character Spacing- 16

## Typesetting (padding)

Padding Example A

Header padding will be same pixel as header font size unless with body copy.

Padding Example B

Header padding will be same pixel as the smallest body font size used.

## Selectors

**PROON EXAMPLE A.1**

### Mobile Secure Workspace

The proliferation of personal mobile devices in the workplace has blurred the line between business and personal, leading to more security vulnerabilities for your company. Check Point Capsule Workspace mobile security container creates an isolated corporate workspace on personal devices, making it simple to secure corporate data and assets both inside and outside the corporate network.

H1 Regular • B3

**PROON EXAMPLE A.2**

### Mobile Secure

The proliferation of personal mobile devices in the workplace has blurred the line between business and personal, leading to more security vulnerabilities for your company. Check Point Capsule Workspace mobile security container creates an isolated corporate workspace on personal devices, making it simple to secure corporate data and assets both inside and outside the corporate network.

H2 Medium • B1

**PROON EXAMPLE B**

### Mobile Secure Workspace

Mobile Secure Workspace

H1 Regular • H2 Light

## Inputs/Drop Downs

**CHECKBOXES**

- Inactive state
- Active State 1
- Active State 2

**RADIO BUTTONS**

- Inactive state
- Active State 1

**TOGGLES**

- Off  On
- Off  On

**TEXT FIELDS**

## Design Systems

# Content Catalog

### Responsibilities:

Led the project from start to finish, covering project initiation, content and design strategy, and implementation.

### Deliverables:

- PDF Reference Document
- XD templates

### Overview:

Once the website redesign finished, I noticed that with so many different content creators involved, future updates and new pages could easily become inconsistent. I wanted to create a solution that would keep page structures, content components, and design formats consistent going forward.

To solve this, I developed a content catalog that served as a shared reference point. I collaborated with marketing, product, and development teams to make sure it met everyone's needs and was easy to use.

As a result, the workflow from content to design to development became much smoother. Updates stayed consistent with the new design, and new pages were delivered faster with far less friction between teams.

## Product Pages - Main Levels of Content

**L1 - Product Hero Banner**  
Event Management: SmartEvent  
SmartEvent provides full threat visibility with a single pane of glass. Take control and command the security event through real-time forensic and event investigation, compliance, and reporting. Designed to be security incident ready, and prevent the next attack.  
GET A FREE DEMO

**L2 - Key Benefits**  
Full Threat Visibility  
Real-time Forensic and Event Investigation  
Command Security Event

**L3 - Technical and Feature Specs**  
Feature Specifications  
Full Threat Visibility  
With the power of MIT's single management console, leading your enterprise.

**L4 - Customer Reference**  
OPTIMAL: MEDIA  
PRINT. PRESS. PERFORMANCE.  
"The integrated Check Point solution has increased our Cyber Security level and saves us around four hours' work per week!"  
- Chris G. Gorman, IT Director & Security Solutions Specialist

**L5 - Call to Actions**  
Try it now  
Talk to a specialist  
Get pricing

**L6 - Additional Resources**  
Additional Resources  
Downloads  
Videos  
Links

**L1 Banner**

**Copy Text**  
Zero-Day Protection  
SandBlast  
Event Management: SmartEvent  
Advanced Endpoint Threat Prevention

**Features**  
100% Visibility into all threats  
100% Protection with no agents  
100% Integration with existing tools

**L2 Key Benefits**

**Copy Text**  
Zero-Day Protection  
Event Management  
Advanced Endpoint Threat Prevention

**Features**  
100% Visibility into all threats  
100% Protection with no agents  
100% Integration with existing tools

**Quote**  
"The integrated Check Point solution has increased our Cyber Security level and saves us around four hours' work per week!"

**L3 - Technical and Feature Specs**

**Copy Text**  
Product Specifications  
Feature Comparison  
Features

**Table**  
Table with 4 columns: Feature, Feature 1, Feature 2, Feature 3

**Features**  
Advanced Endpoint Threat Prevention  
Event Management  
Full Threat Visibility

**L4 - Call to Action (CTA)**

**CTA Bar**  
Try it now  
Talk to a specialist  
Get pricing

**CTA Box**  
GET A FREE DEMO

**L5 - Customer Successes**

**Case Study 1**  
Starkey  
Full threat visibility with CTA  
Full threat prevention with CTA  
Full threat response with CTA  
Full threat reporting with CTA

**Case Study 2**  
NEOPHARM  
Advanced Endpoint Threat Prevention

**Case Study 3**  
Amgen  
Event Management

**L6 - Additional Resources**

**Resource Grid**  
Additional Resources  
Downloads  
Videos  
Links

**Resource List**  
1. Download: Product Overview  
2. Video: Product Demo  
3. Link: Product Page

## Design Systems

# Digital Assets Library

### Responsibilities:

Oversaw the development and upkeep of the asset library.

### Deliverables:

- Asset Database
- Photoshop and XD templates
- Reference Document

### Overview:

Our graphics team had a basic system for storing digital ads, campaigns, and website assets, but it wasn't efficient. We were constantly bombarded with requests. We all agreed we needed a better solution, and my role was to create a centralized digital asset library to organize and streamline the process.

In collaboration with the Creative Director and a team of 2 designers, we built the database with images, banners, icons, and reusable campaign templates, all organized in an accessible location on our internal server. I also developed a 35-page PDF guide with specifications, style preferences, and submission requirements so teams knew exactly how to use and request assets.

This streamlined the asset request process, reduced duplicate work, and made handling the high volume of requests much smoother for everyone.

### nav-featured-image-352x332

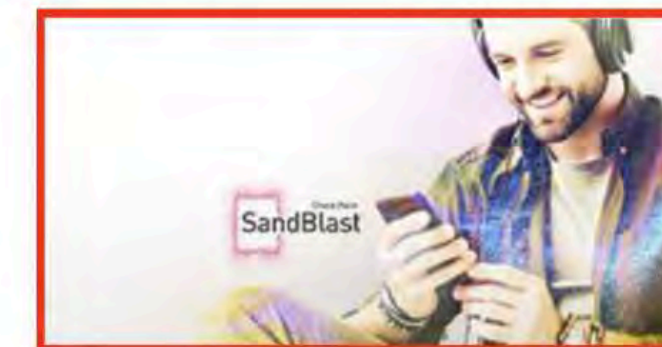
- \*all ads have a thin border (follow specs in PSD template)
- \*keep upper left portion of the image clear for text
- \*submit image w/o text to web team



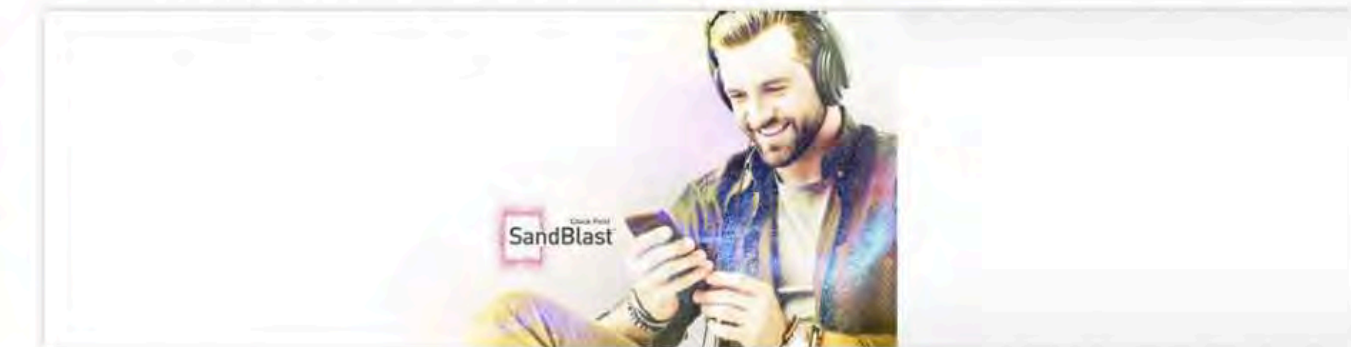
### Character Count Specs



### customer-thumbnail-image-350x177



### customer-hero-spotlight-1170x300



### Customer Logo

Size varies on format but make sure the final logo is larger than actual viewing size and has a transparent background.



### homepage-product-icon-232x204



## Design Systems

# PowerPoint Templates

### Responsibilities:

Led the project from start to finish, covering content and design strategy, and implementation.

### Deliverables:

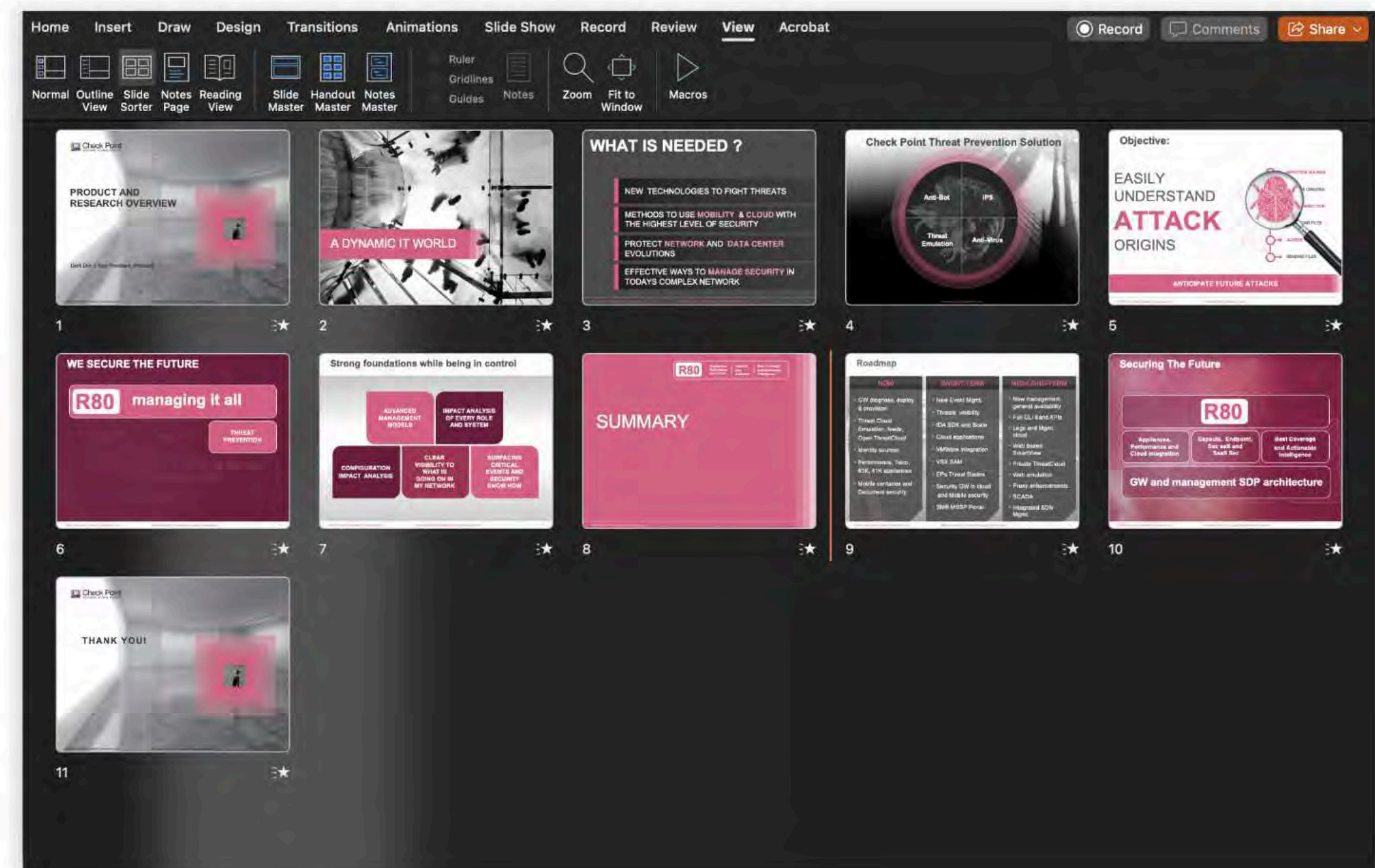
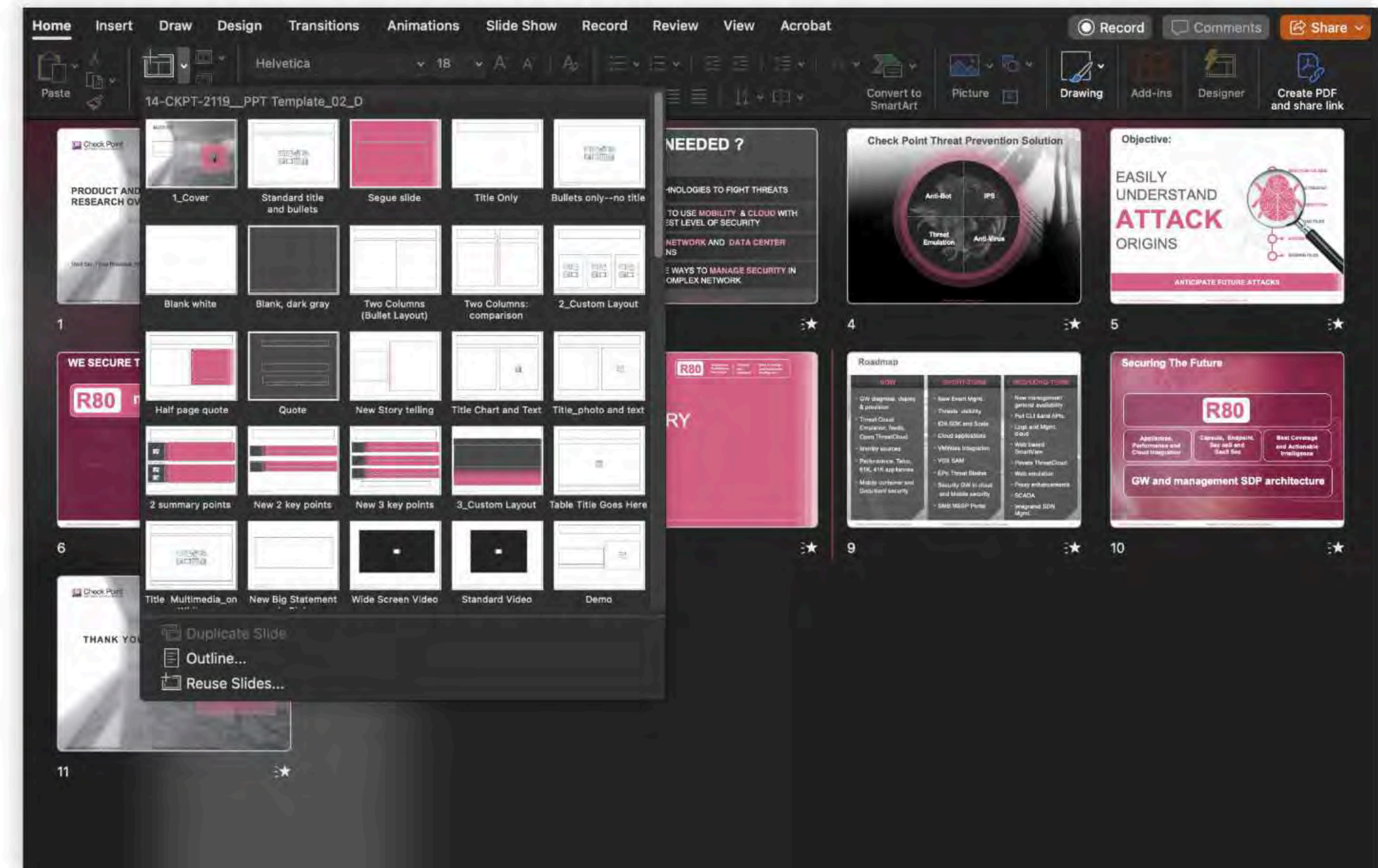
PPT Templates

### Overview:

I developed a series of PowerPoint templates for reports, pitches, and meetings. Each template included structured layouts with placeholders for text, images, and charts, making them easy to customize.

I worked closely with stakeholders to gather feedback and refine the templates so they met team needs while staying consistent with the brand.

The result was that presentations became quicker to build, more professional, and consistent with the company's brand, no matter which team was creating them.



Check Point Software

# Website Redesign Case Study

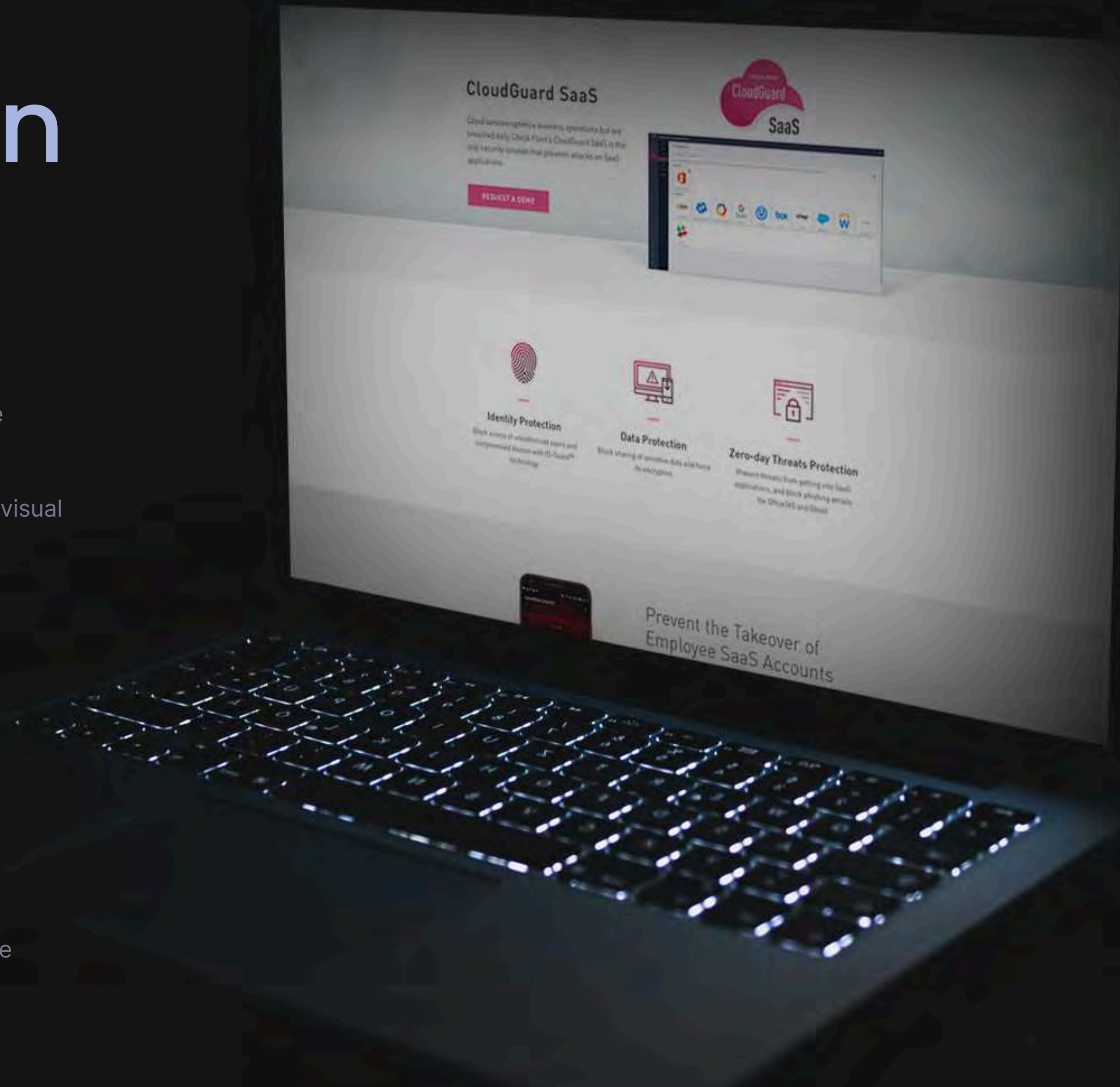
This project focused on redesigning Check Point's corporate website and product pages, which had become outdated and difficult to navigate. The compromised user experience made it challenging for visitors to find information and achieve their goals. The redesign aimed to strategically improve usability through research, analytics, and testing, modernize the visual design, optimize content for multi-device viewing, and establish scalable design systems to ensure consistency in future updates.

## Role

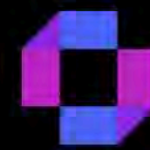
- Served as Lead Design Manager and UX Designer for the multi-phase redesign
- Directed UX and visual design while guiding content strategy and information architecture
- Collaborated across cross-functional teams to ensure alignment and adoption

## Impact

- Improved usability and navigation through research-driven design
- Increased engagement and conversions with a modern, responsive site
- Established scalable design systems to support future updates



# My Process



Scope

Define, Gather, Align



Research

Inquire, Observe,  
Engage



Ideate

Define, Brainstorm,  
Sketch



Create

Prototype, Design,  
Build



Validate

Test, Refine, Iterate

# Scope

## Discovery Workshop

During the initial discovery phase, the process began with introductions, requirements gathering, goal definition, and soliciting input from both business and product perspectives. Stakeholders' thoughts and needs were further explored through tailored surveys distributed among key individuals. These surveys focused on:

- Identifying primary goals and objectives in alignment with the product and business teams to ensure clarity and cohesion in the project direction.
- Outlining technical constraints and specifications to match the development team's capabilities and requirements, ensuring feasibility and alignment with project objectives.
- Gathering customer insights and brand requirements to align with the marketing and design teams' vision, ensuring consistency with the overall brand strategy.

This structured approach facilitated the collection of comprehensive insights from various perspectives, establishing a solid foundation for informed decision-making and effective project execution.

## Key Findings

### 01.

#### Business

- Conversion rates were significantly lower than industry benchmarks, leading to missed revenue opportunities.
- Competitor websites were designed in terms of user engagement, user-friendly design was needed to stay competitive.
- ROI for a redesign was justifiable because of the potential increase in customer conversions.

### 02.

#### Product

- Complete restructure of the product offerings is in progress. Need to accommodate for the revised product offerings.
- Align website launch with new product launches and annual CPX event in January.

### 03.

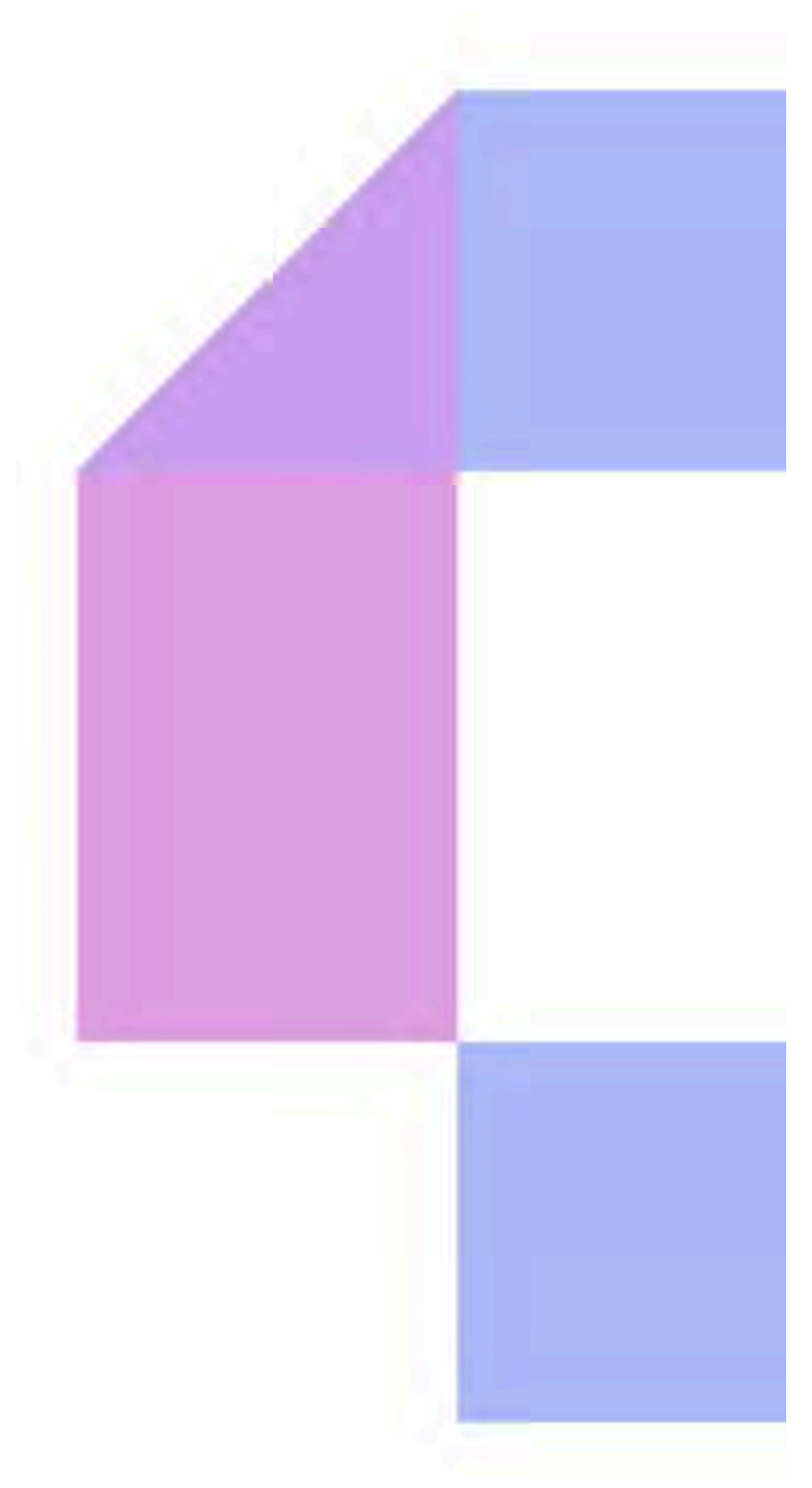
#### Marketing

- Need for more gated content for lead generation.
- Accommodate for targeted campaigns that will be changing and evolving over time.
- Increase website conversion rate, and look into SEO and Salesforce to drive opportunities.

### 04.

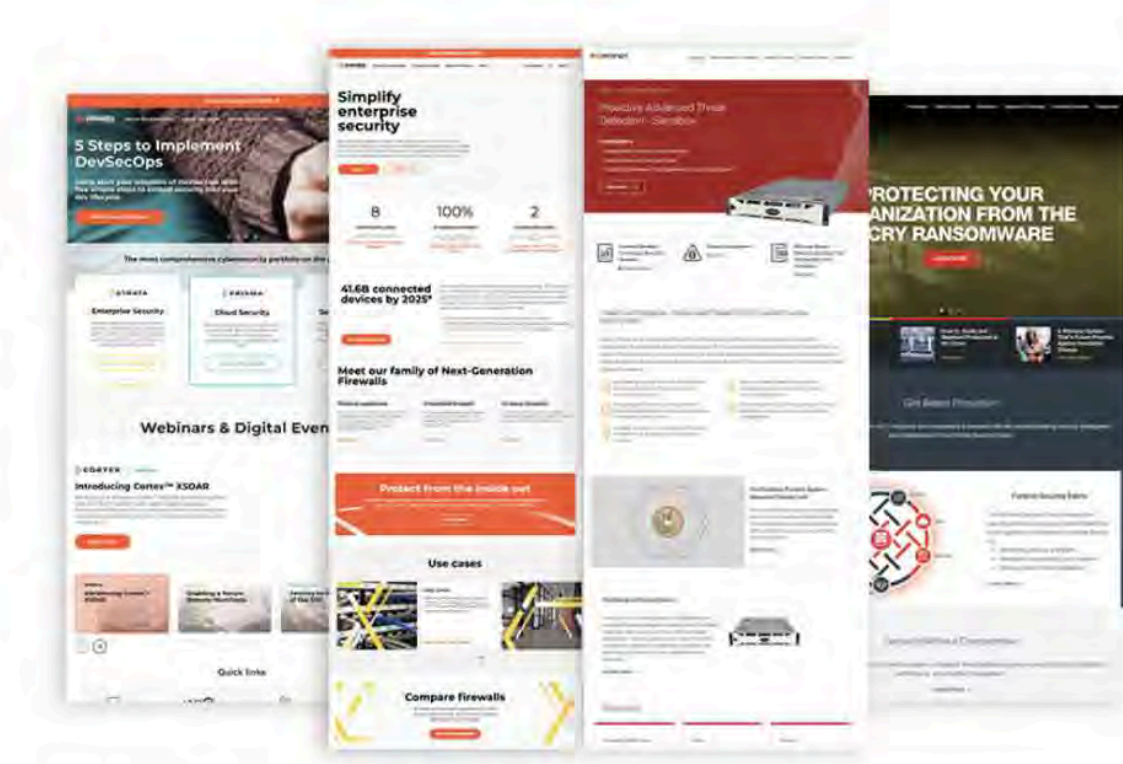
#### Development

- Outdated tech stack and the need to modernize the CMS to manage content efficiently.
- Design with scalability in mind to accommodate websites long-term viability.



# Understanding the Competitive Landscape

Research commenced with an analysis of how Check Point's website compares to those of other software security companies. This foundational understanding provided insights into how competitors convey their brand and products to their audiences.



Grabs of Palo Alto Networks and Fortinet Websites

## Competative Research Findings

### 01.

#### UX and UI Design Approach

- Company A emphasizes a user-friendly and intuitive interface with clear navigation and modern design elements, catering to users of all levels.
- Company B's approach offers in-depth content more tailored for IT professionals.

### 02.

#### Marketing Content and Branding

- Company A utilizes marketing content to highlight its user-friendly approach and emphasizes branding elements that evoke simplicity and accessibility.
- Company B's marketing content targets IT professionals, focusing on advanced features and technical capabilities, with branding that reflects expertise and innovation.

### 03.

#### User Interface Clarity and Efficiency

- Company A's interface focuses on simplicity and clarity, featuring easy-to-understand design elements and straightforward navigation paths for a hassle-free experience.
- Company B's interface offers advanced functionality with granular features (comparison tools).

### 04.

#### Visual Design and Aesthetics

- Company A focuses on clean and modern design aesthetics, prioritizing visual clarity and simplicity for an engaging user experience.
- Company B's design is more technical and detailed, featuring advanced visualizations and data representations for IT professionals.

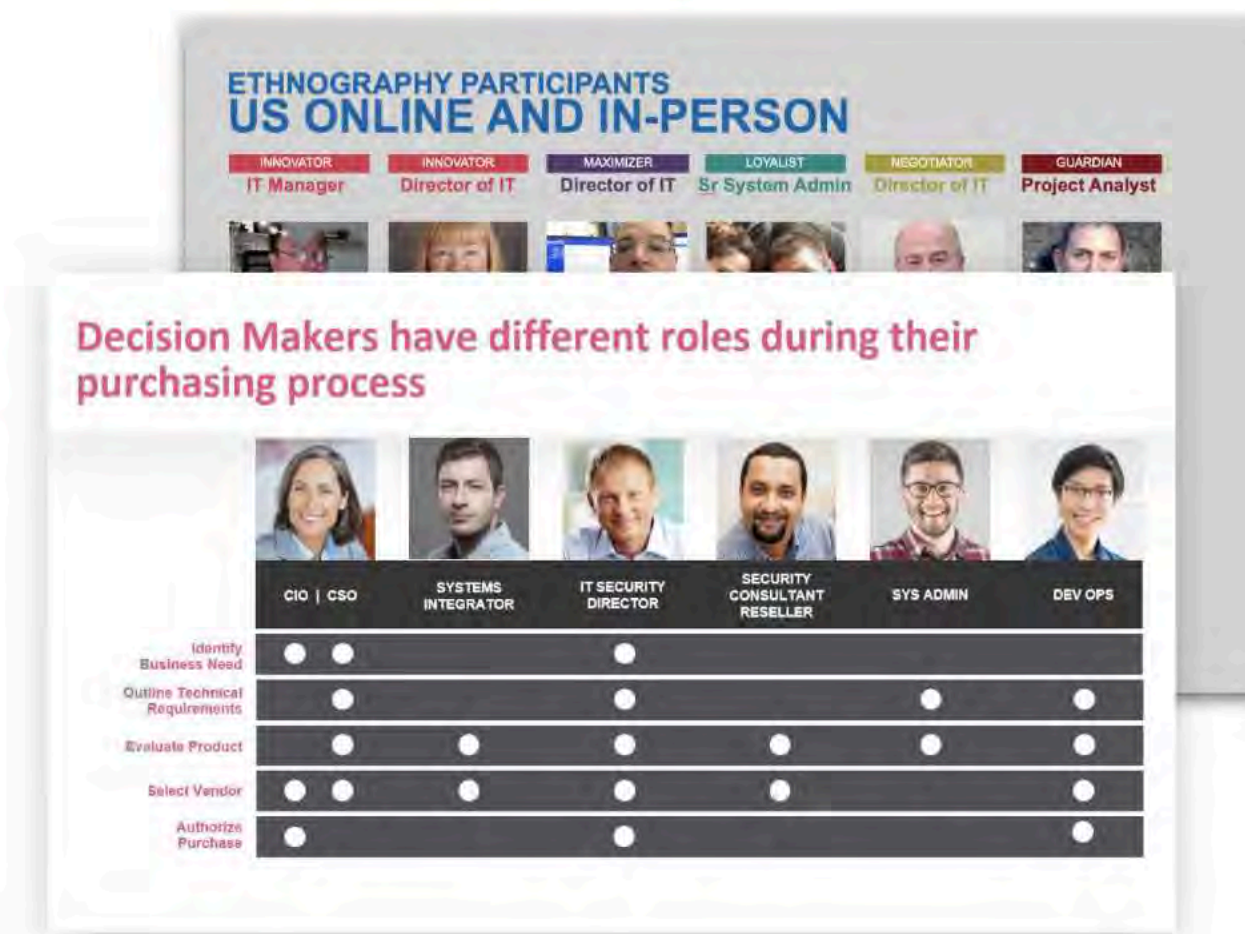


# Understanding the People

## Ethnographic Research

After analyzing the marketing team's ethnographic research and customer personas, insights were gained into the top visitors and their goals when interacting with the website. Key goals of the website visitors included:

- Review c-level content (thought leadership, industry trends)
- Learn more about a product, such as get specs, download white papers or watch videos.
- Find references or testimonials to influence purchase
- Purchase a specific product or solution
- Download trial or demo
- Look for support to solve an issue



Grabs from the Ethnographic Research Report

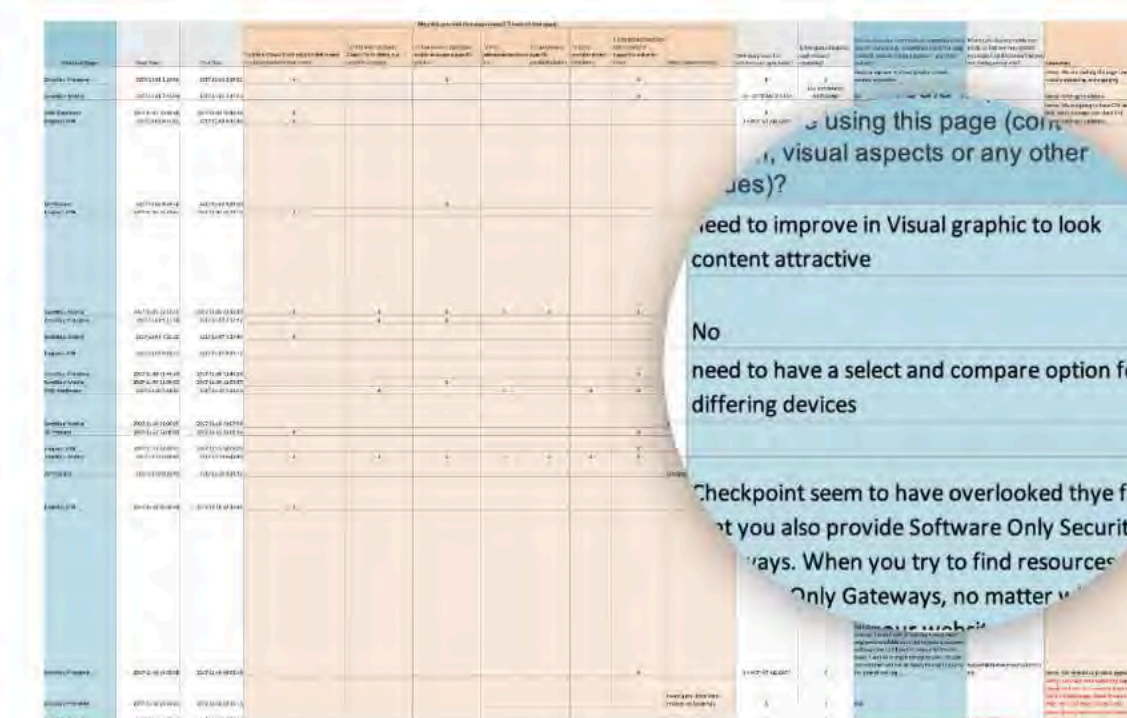
## User Feedback Surveys

Feedback was collected from over 175 participants over an 8-week period. The suggestions and comments provided were invaluable in understanding users' specific goals and pain points while searching for content.

When a person was exiting a specific page, a survey would appear before page closure or exit. They were asked:

- Why they visited the page
- Did they find what they were looking for
- How easy was it to achieve their goal
- Share any comments or suggestions
- Provide email for contact regarding the issue

*(20% provided their email and we reached out to them to get further details)*



Survey Results Spreadsheet

# Understanding the People

## Key User Research Findings

### **Pain Point 1 – Difficulty Finding Technical Information and Critical Product Specs**

People struggle to locate technical information and critical product specifications that should be readily accessible. This information is essential for making informed decisions about the product.

#### **Impact on User Experience:**

- People become frustrated when they cannot find the information they need.
- People waste time searching for technical details, affecting productivity.
- Difficulty in finding critical information erodes trust in the product and brand.

---

### **Pain Point 2 – Unclear Functionality and Benefits Due to Vague Descriptions**

People struggle to understand the functionality and benefits of the product or its features due to vague or unclear descriptions. This hinders their ability to comprehend the product's value.

#### **Impact on User Experience:**

- People feel uncertain about the product's capabilities and value proposition.
- People waste time trying to decipher vague descriptions, leading to frustration.
- Lack of clarity erodes trust in the product's effectiveness.

---

### **Pain Point 3 – Poor Navigation and Page Structure**

People encounter difficulties navigating the site due to poor navigation and page structure. This makes it challenging for them to find the information they need.

#### **Impact on User Experience:**

- People struggle to navigate the site, leading to frustration.
- Poor navigation wastes peoples' time and effort.
- People may leave the site if they cannot find what they are looking for quickly.

# Ideation

## Strategy Workshops

Following the analysis of all research, three focal points were identified, each with specific goals and artifacts to consider during the strategy workshops in the Ideation Phase.

### Ideation Criteria

#### 01.

##### Architecture

- Implement an intuitive navigation structure for easy browsing.
- Maintain a consistent page layout and structure throughout the site.
- Streamline navigation options to minimize decision fatigue and confusion.

Artifacts: Content Audit, Sitemap

#### 02.

##### Content

- Provide clear and detailed descriptions of product features and benefits.
- Illustrate how features work with real-life examples to enhance understanding.
- Use simple and clear language that is easy for people to understand.

Artifacts: Content diagrams, Content guides

#### 03.

##### Experience

- Ensure technical information and product specs are logically organized and easily accessible.
- Display critical product specifications prominently on product pages.
- Focus on simplicity and clarity while designing for multi-device experiences.

Artifacts: Wireframes

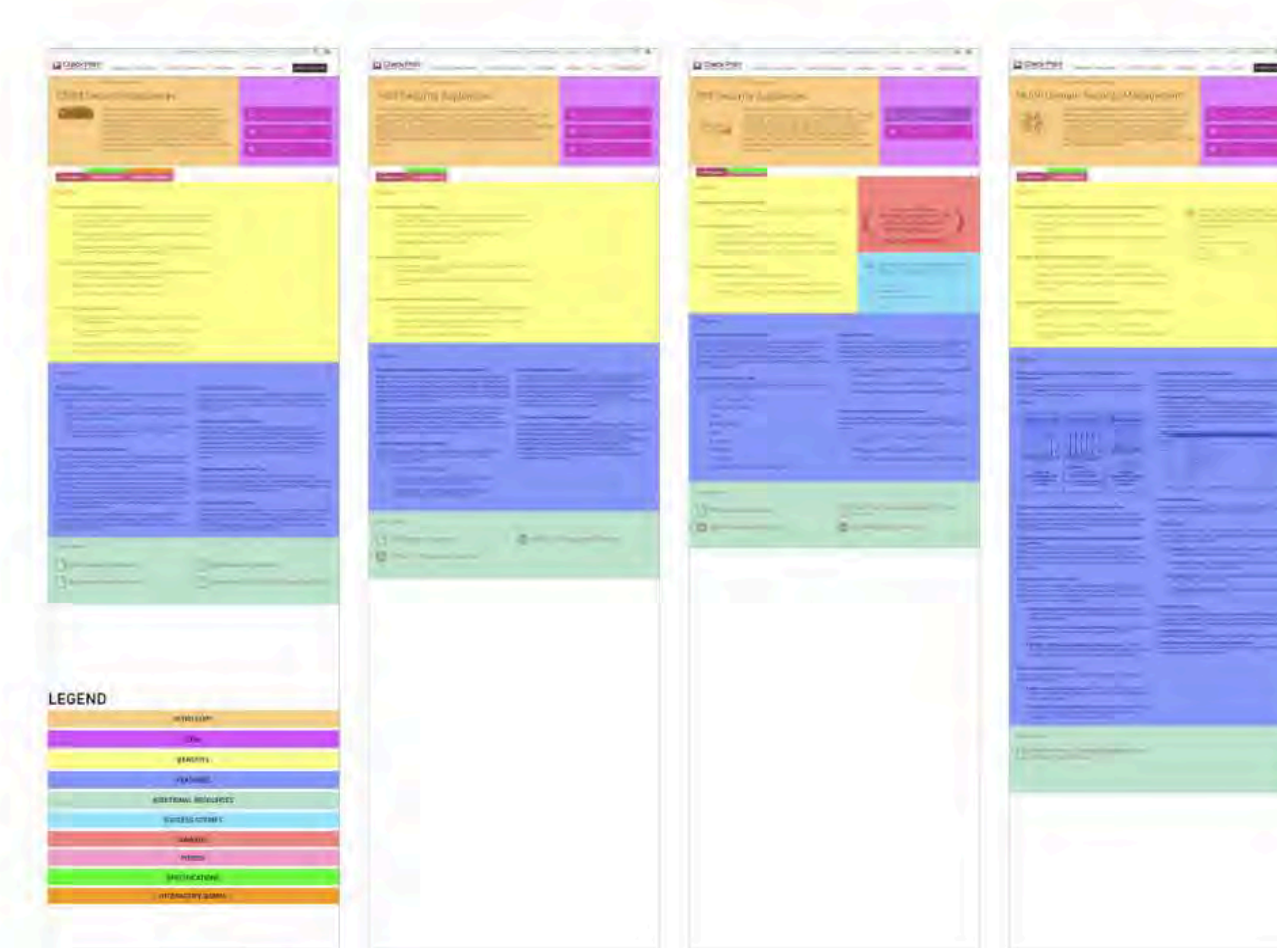
# Ideation

## Information Architecture

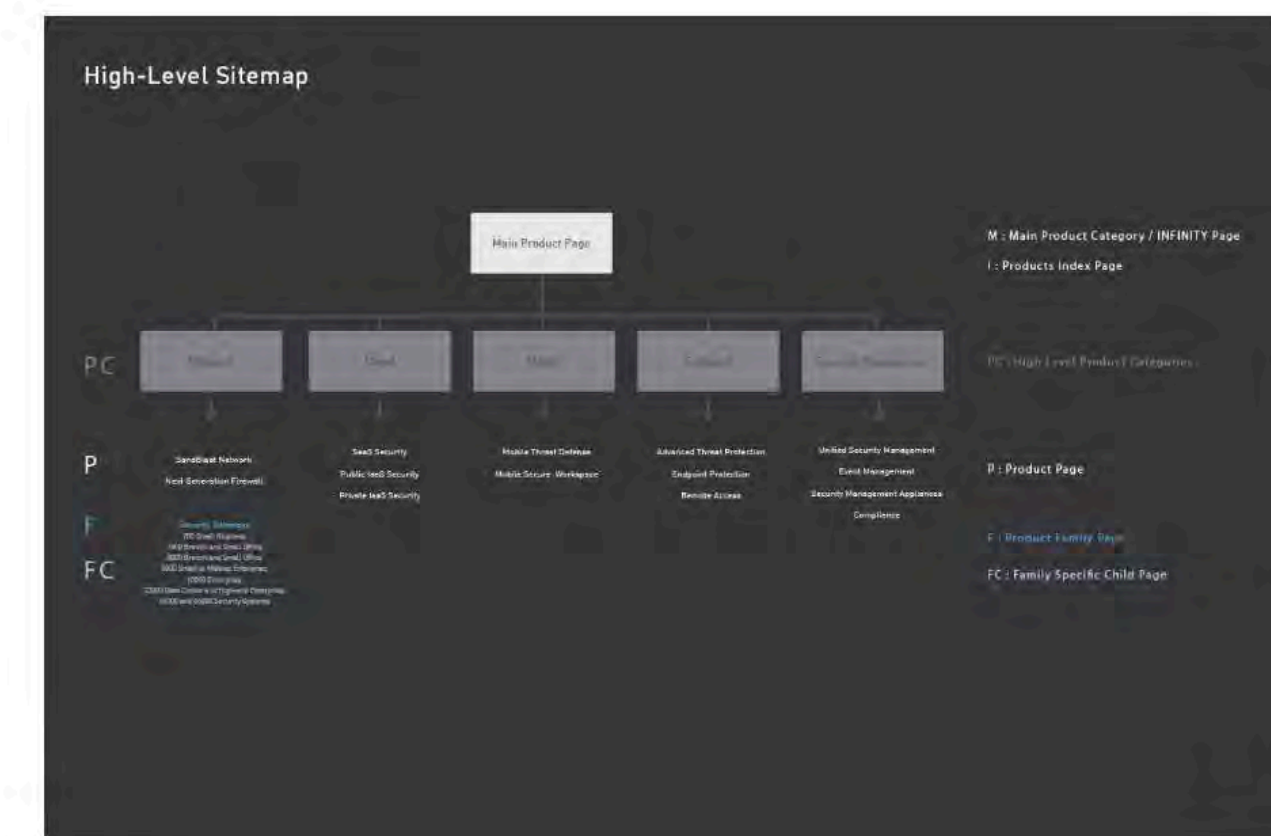
Collaboration with the Head of Digital Operations and the VP of Products led to the development of a sitemap for the redesigned pages. This process involved conducting a content audit to evaluate existing content and analyze the current website structure.

During the sitemap creation, the hierarchical structure of the pages was mapped out, defining main categories, subcategories, and page relationships. Using XD, the sitemap was visualized and iterated upon based on feedback.

Ongoing strategy workshops were held throughout the project to align the new pages and structure with upcoming product releases and reorganized product offerings. Key stakeholders and product owners were identified and maintained close communication to ensure alignment with overall project goals.



Content Audit



Sitemap

# Proposed Solutions

## Content Strategy

Considering the needs of all content influencers and the goals of visitors, adaptable content templates were created for the teams to follow when generating page content.

These templates addressed various visitor needs, including C-level content, marketing materials, technical specifications, product demos and trials, support documents, and more.

The content framework includes six mandatory levels (L1-L6) with optional sections that can be utilized based on the product's needs and available content. Optional sections are flexible and can be updated as new content becomes available.

1 L1 - Product Hero Banner



2 L2 - Brief Overview of Key Benefits

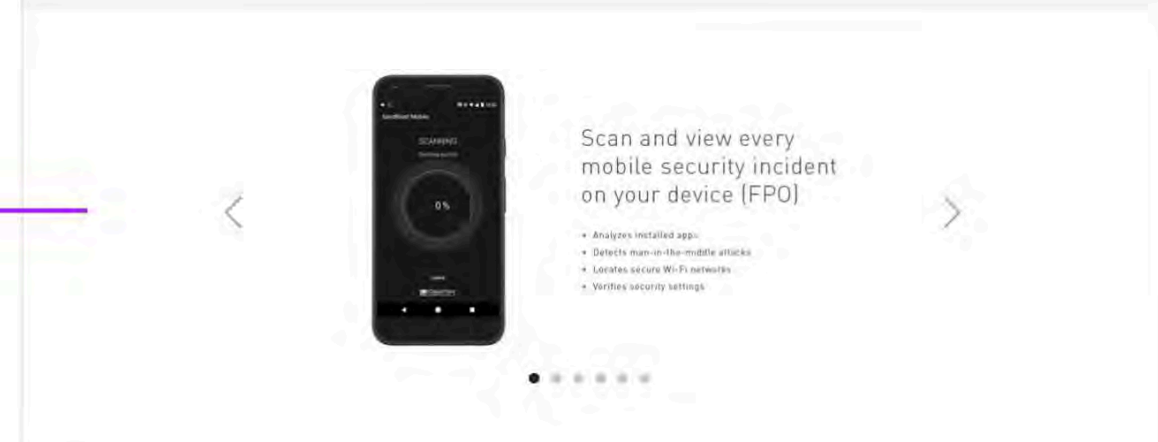


3 OPTIONAL CONTENT: Product Video

[Awards Content, Gated Assets: Whitepapers, Reports, Briefs; Press Content, News or Blog Article.]



4 L3 - Technical Details: Feature Specifications

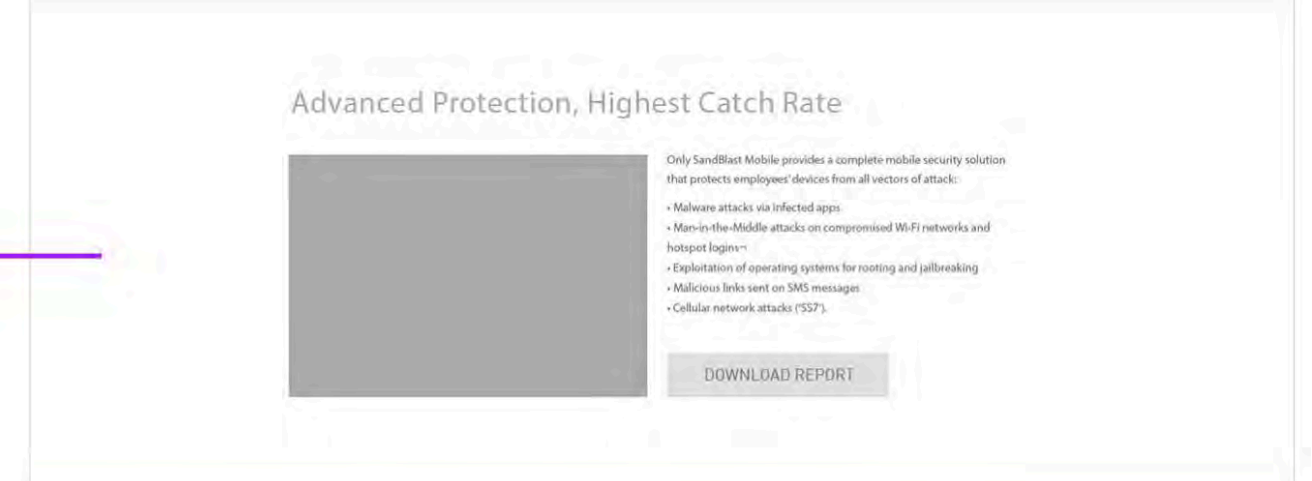


5 L4 - Customer Testimonial

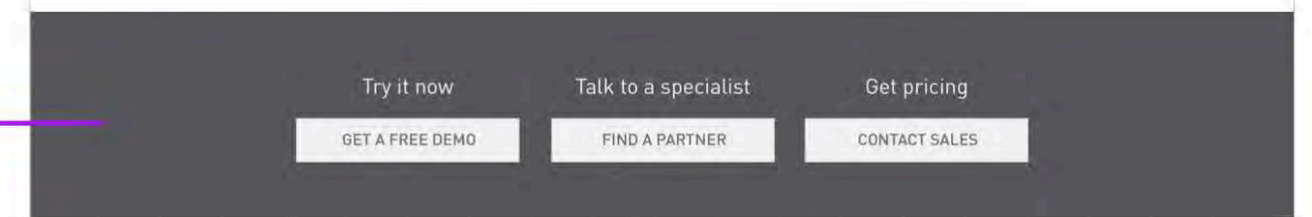


6 OPTIONAL CONTENT: Product Report

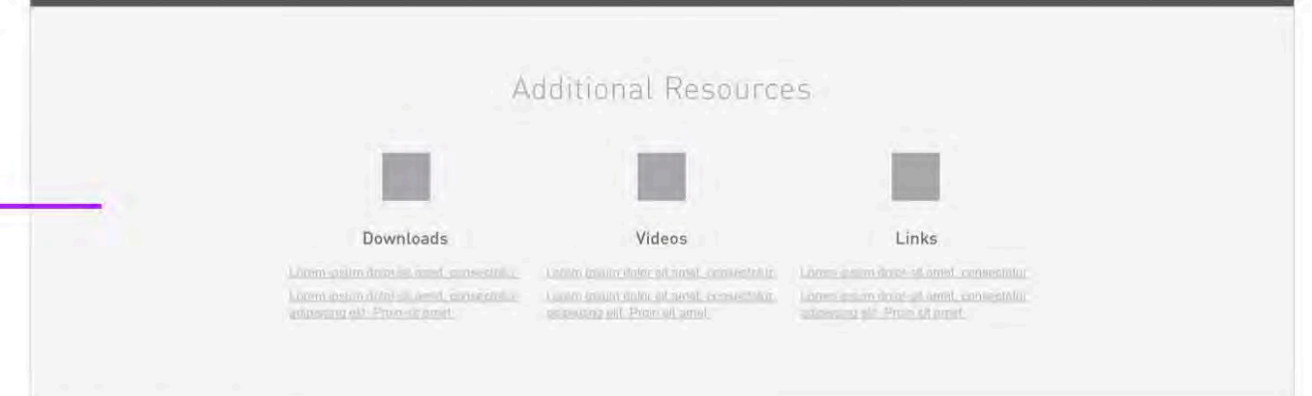
[Product Video, Awards Content, Gated Assets: Whitepapers, Reports, Briefs; Press Content, News or Blog Article.]



6 L5 - Calls to Action



7 L6 - Additional Resources



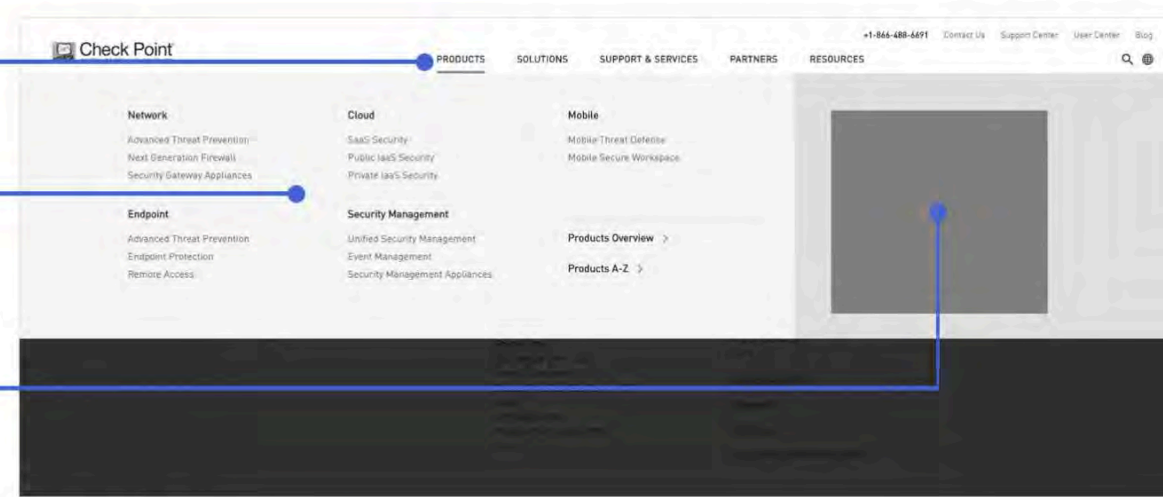
Product Page Wireframe

# Proposed Solutions

## Proposed Strategy

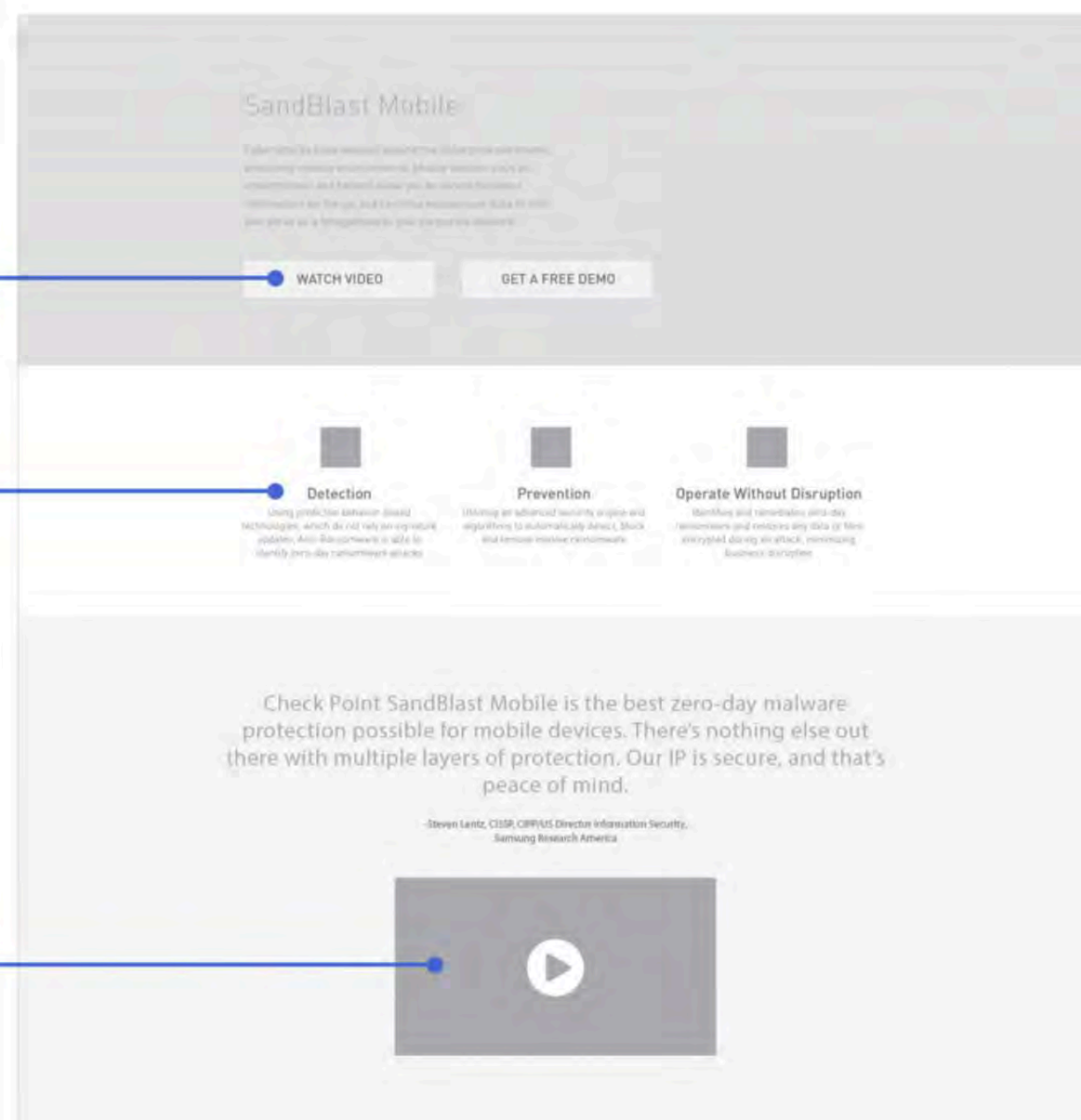
Through multiple co-creation sessions and design sprints with content creators and product owners, wireframes were developed to map out the content and UI of the updated navigation and each new page. This iterative process involved continuous refinement of content and solutions to address the needs of users and stakeholders effectively.

- 1 Product and Solutions were separated into their own sections.
- 2 Products were organized by type and a product directory was added for access to older products not visible.
- 3 Feature banner was added to the navigation menu to highlight promos, releases or other important product info.



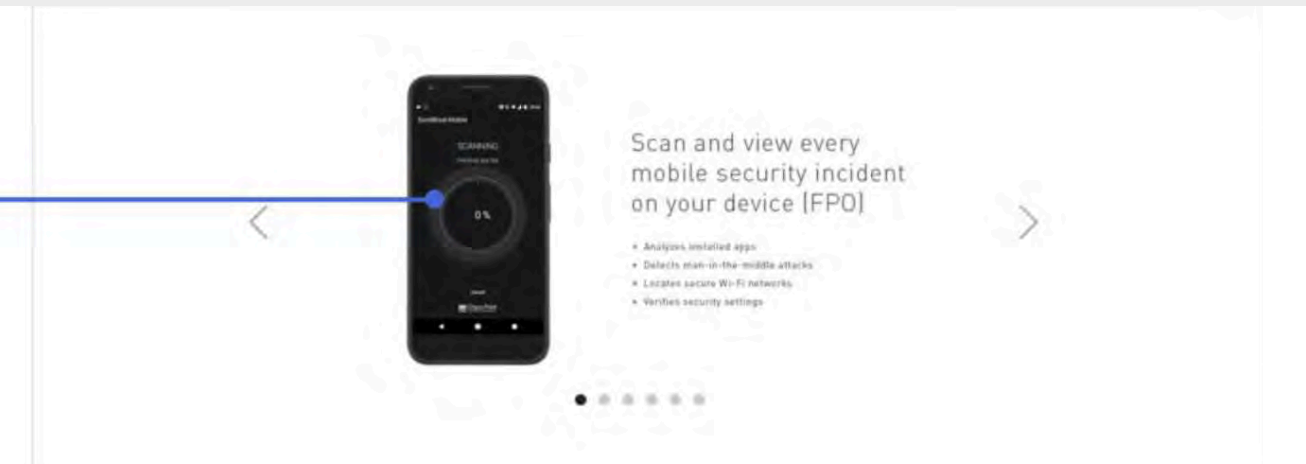
Navigation Wireframe

- 1 High visibility of important content and CTAs (Demos, gated assets).
- 2 Brief Overview of product benefits.
- 3 Reduced the copy and brought in more engaging elements like videos, images, product shots.

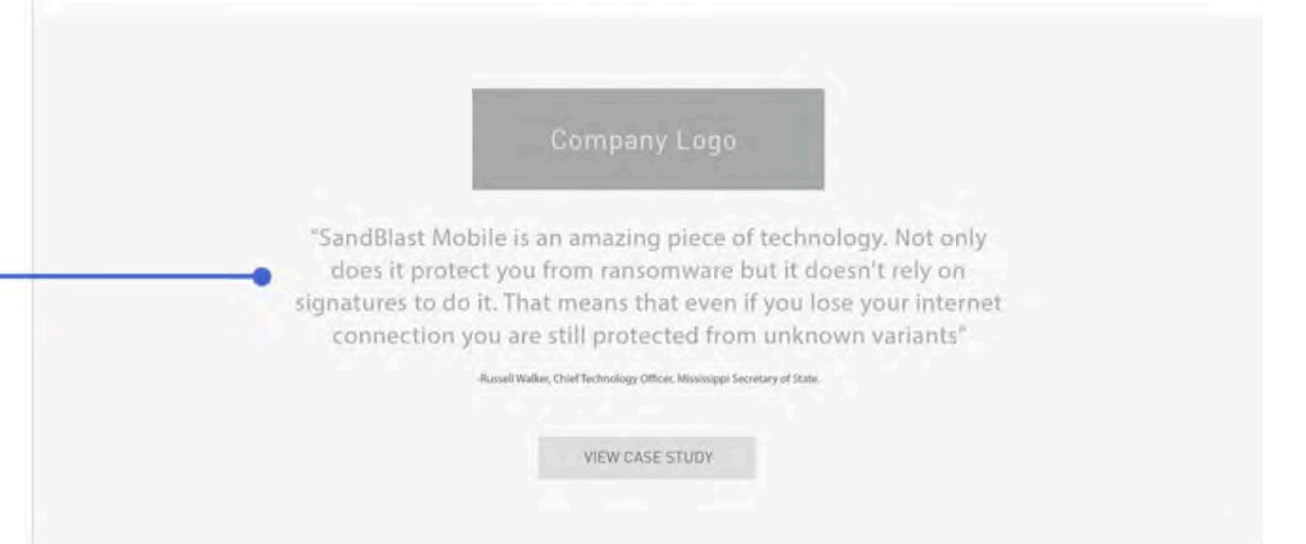


Product Page Wireframe

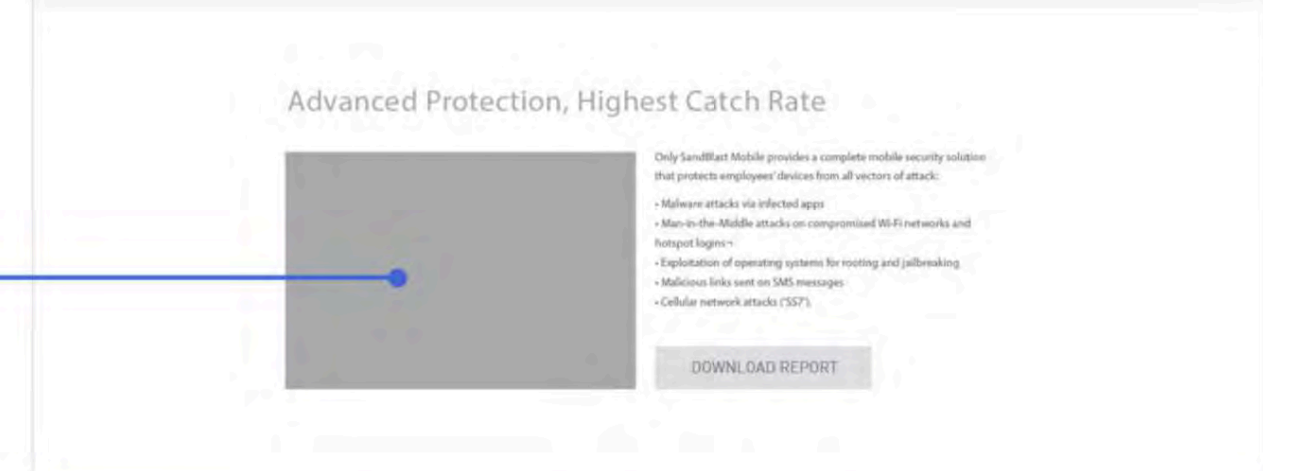
- 4 Highly visual technical details that includes charts, diagrams, animated and interactive content.



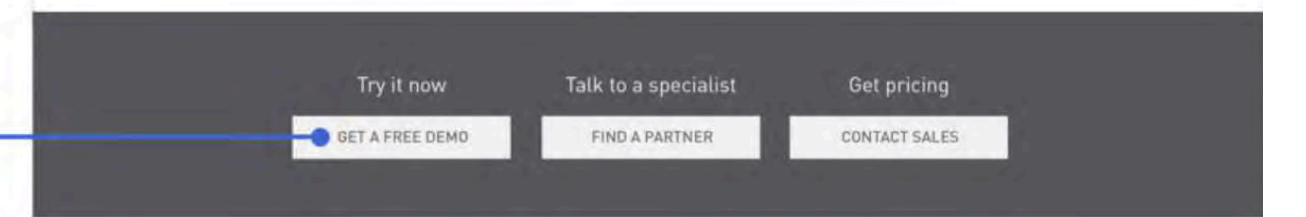
- 5 Showcased related Customer Stories to help support in decision making.



- 6 Accommodated for several gated and support content in a clear and simple format.



- 7 Important CTAs were grouped and easy to find.



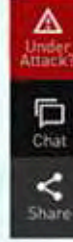
- 8 Additional support content categorized by format so its easier to find.



## CloudGuard SaaS

Cloud services optimize business operations but are breached daily. Check Point's CloudGuard SaaS is the only security solution that prevents attacks on SaaS applications.

[REQUEST A DEMO](#)



### Identity Protection

Block access of unauthorized users and compromised devices with ID-Guard™ technology



### Data Protection

Block sharing of sensitive data and force its encryption



### Zero-day Threats Protection

Prevent threats from getting into SaaS applications, and block phishing emails for Office365 and Gmail



## Prevent the Takeover of Employee SaaS Accounts

Eliminate the biggest threat to SaaS applications usage. Download this report to learn why:

- 90% of SaaS breaches are caused by hacking
- 50% of the breaches are through account takeover

[READ THE REPORT](#)

## Secure Any App, Any Device, Anywhere

CloudGuard SaaS enables consistent policies between mobile, PCs and even gateways, and a unified security monitoring across the board. Powered by Check Point Infinity architecture, CloudGuard SaaS provides Gen V threats protection for SaaS applications, wherever they're accessed from, through a single pane of glass.

[LEARN MORE](#)

## Anti-Ransomware

SandBlast Anti-Ransomware protects organizations from all types of ransomware attacks and quickly remediates any encrypted data. Utilizing an advanced security engine and algorithms to automatically detect, block and remove the most sophisticated and evasive ransomware.

[GET A FREE TRIAL](#)

[WATCH THE VIDEO](#)



### Detection

Using predictive behavior-based technologies, which do not rely on signature updates, Anti-Ransomware is able to identify zero-day ransomware attacks



### Prevention

Utilizing an advanced security engine and algorithms to automatically detect, block and remove evasive ransomware



### Operate Without Disruption

Identifies and remediates zero-day ransomware and restores any data or files encrypted during an attack, minimizing business disruption

## SandBlast Zero-Day Attack Protection

Hackers constantly modify their strategies and techniques to evade detection and reach corporate resources. Zero-day protection from Check Point provides a deeper level of inspection so you can prevent more malware and zero-day attacks, while ensuring quick delivery of safe content to your users.

[LEARN MORE](#)



## Product Specifications

[VIEW DATASHEET](#)



### Analyze Behavior

Looks for ransomware-specific behaviors

- Delete backup
- Delete shadow copies
- Placed ransom notes

Purpose-built behavioral detection engine  
Detect encryption

- Monitors all data files
- Tuned to identify systematic illegitimate encryption

# Crafting Experiences, Building Success

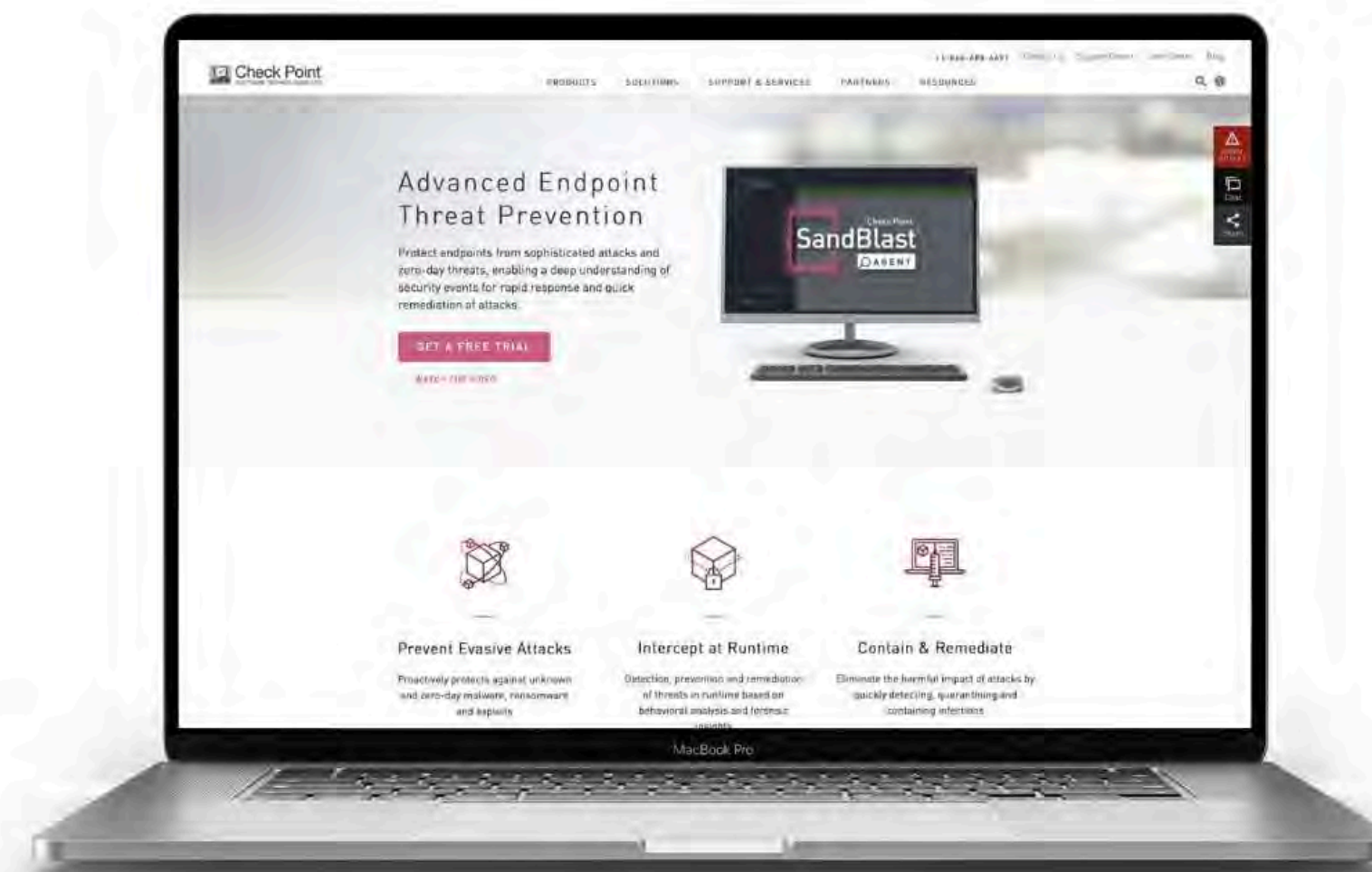
The redesign was a significant success, thanks to several key improvements:

- Tailored the content and design to meet the needs and preferences of the website visitors.
- Streamlined and modernized the UI and design for a visually appealing and user-friendly experience.
- Minimized copy and used wider bands of content to create spacious layouts, reducing clutter and enhancing readability.
- Structured the content to seamlessly adapt to various devices, ensuring a consistent user experience across desktops, tablets, and smartphones.

These changes not only led to improved engagement but also prompted a redesign of the entire website. This comprehensive overhaul further solidified Check Point's brand and online presence and contributed to increased user satisfaction and business growth.



Before



After