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

Projects

Check Point Software

Brand Refresh + Guidelines

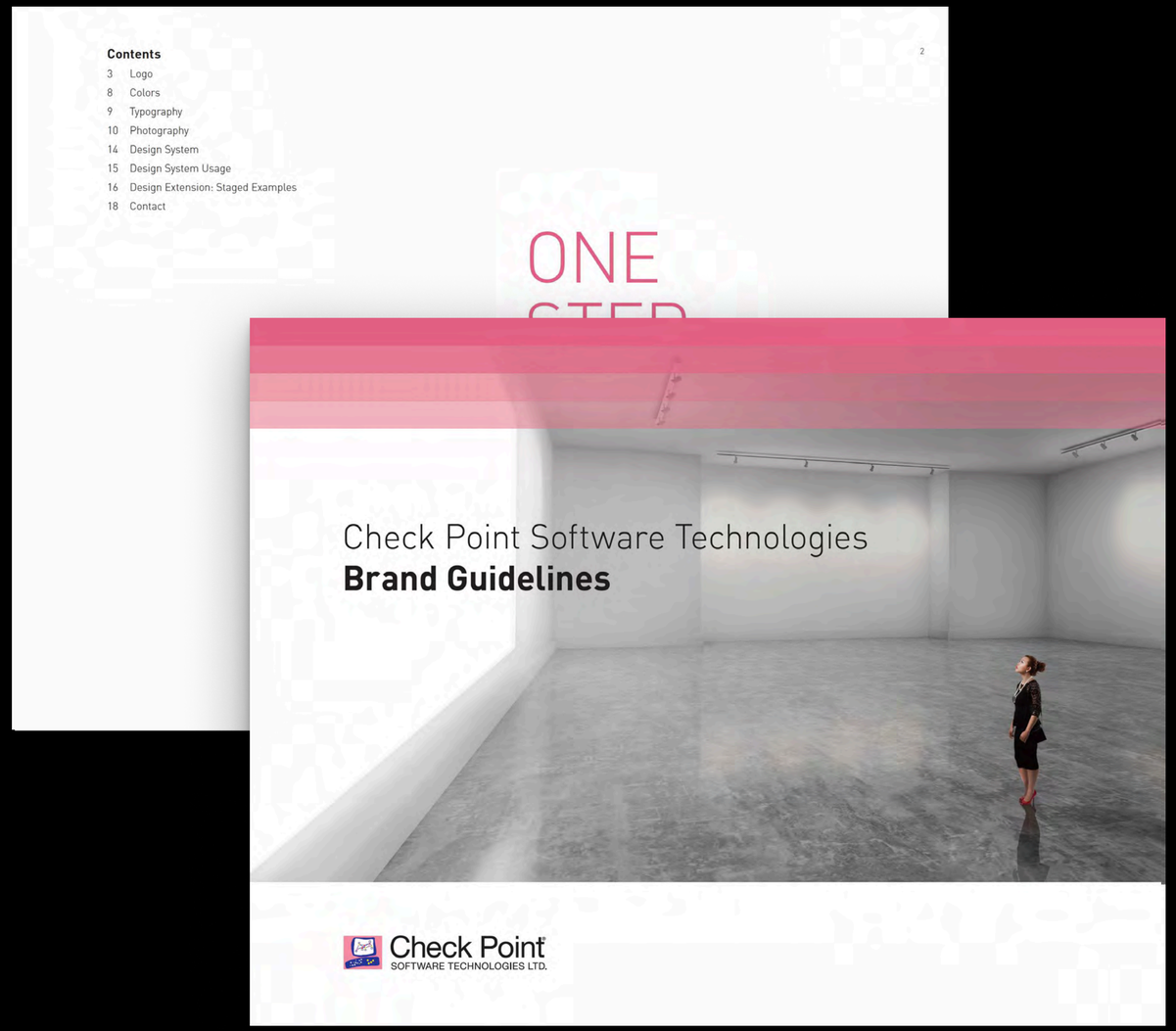
Check Point was undergoing a major brand shift and needed a refreshed identity that felt modern, forward-looking, and scalable. The project focused on evolving the brand through a soft rebrand and updated guidelines that could be applied consistently across all channels.

Role

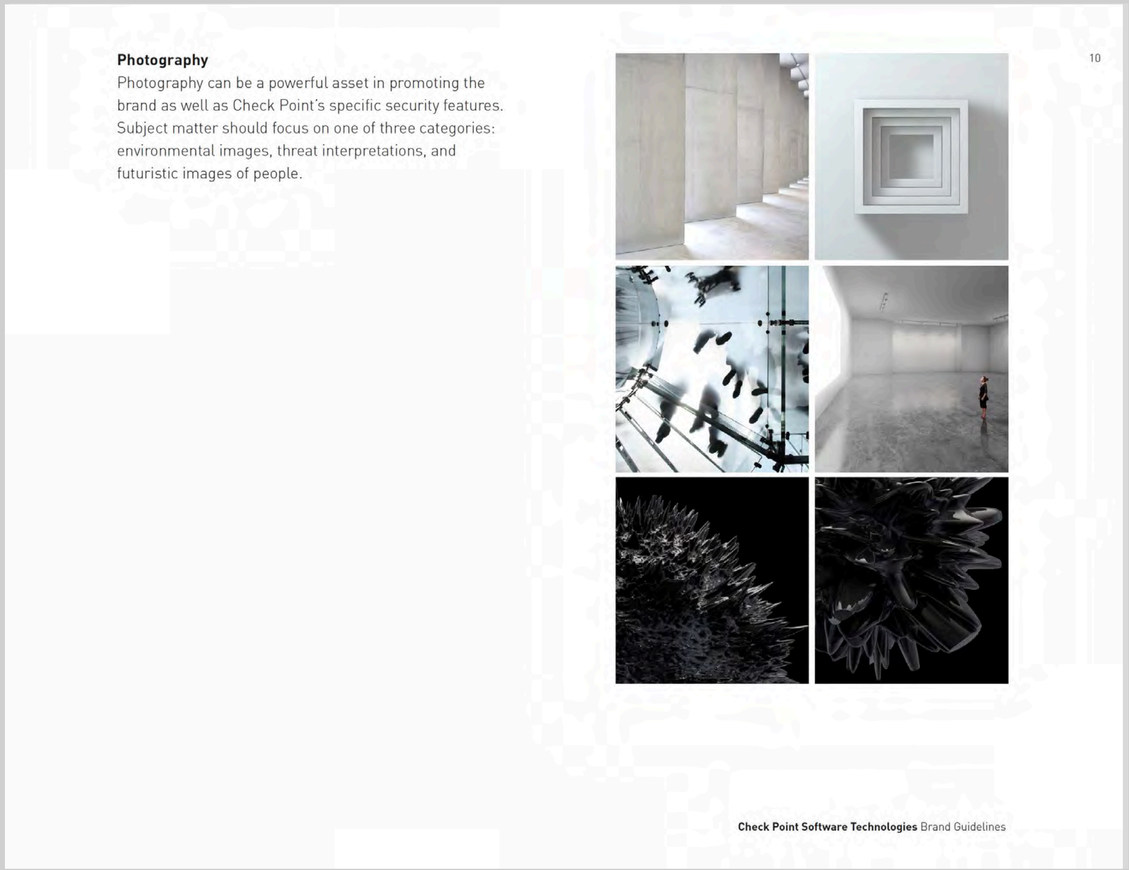
- Served as Art Director, shaping the creative vision and guiding two supporting designers
- Partnered with the Creative Director and Head of Marketing to ensure alignment with brand strategy and business goals
- Managed the rollout of the refreshed identity across collateral, digital platforms, and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

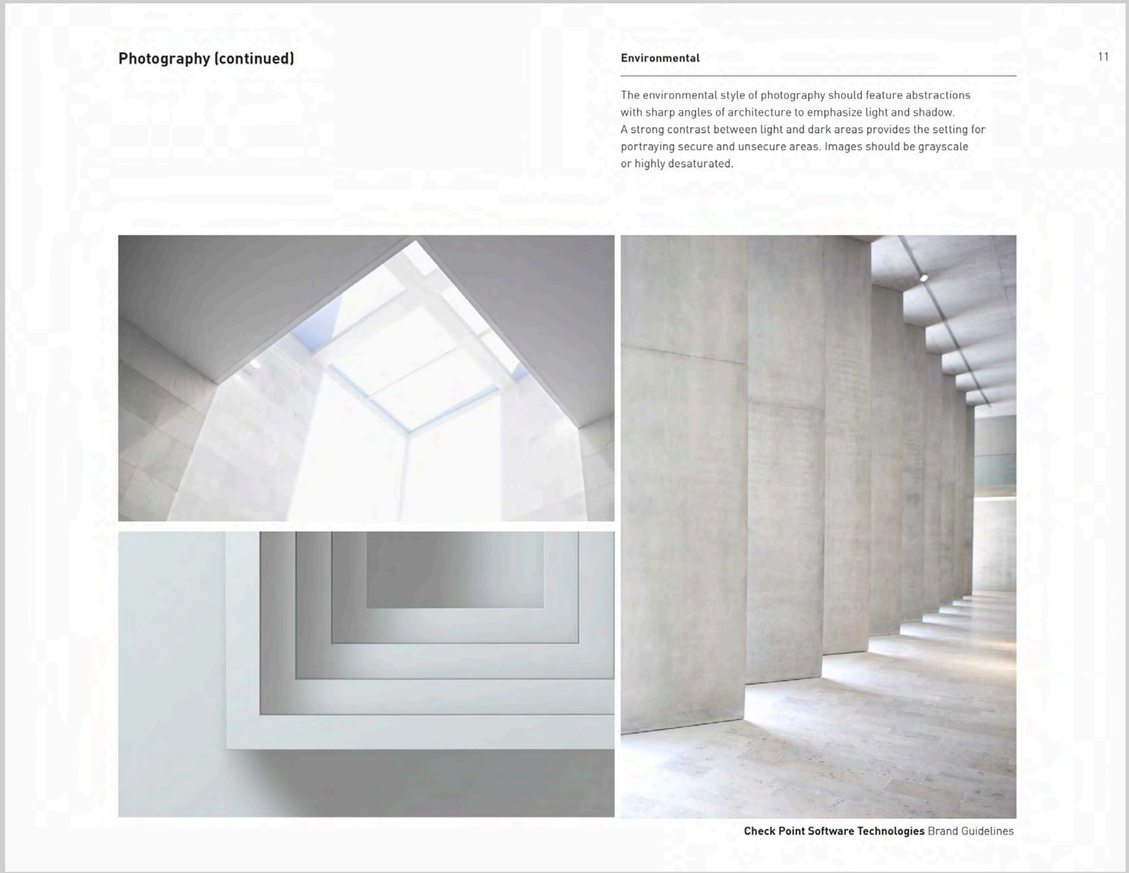
Impact

- 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

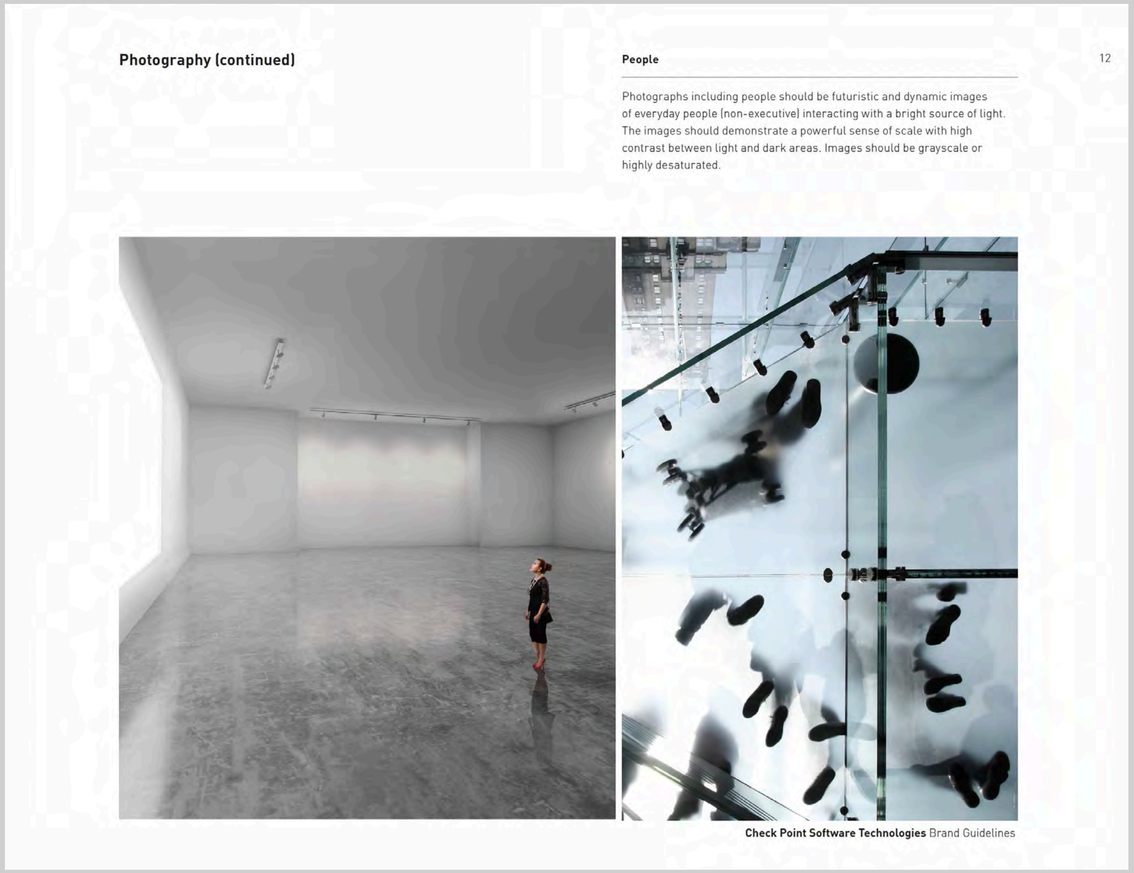


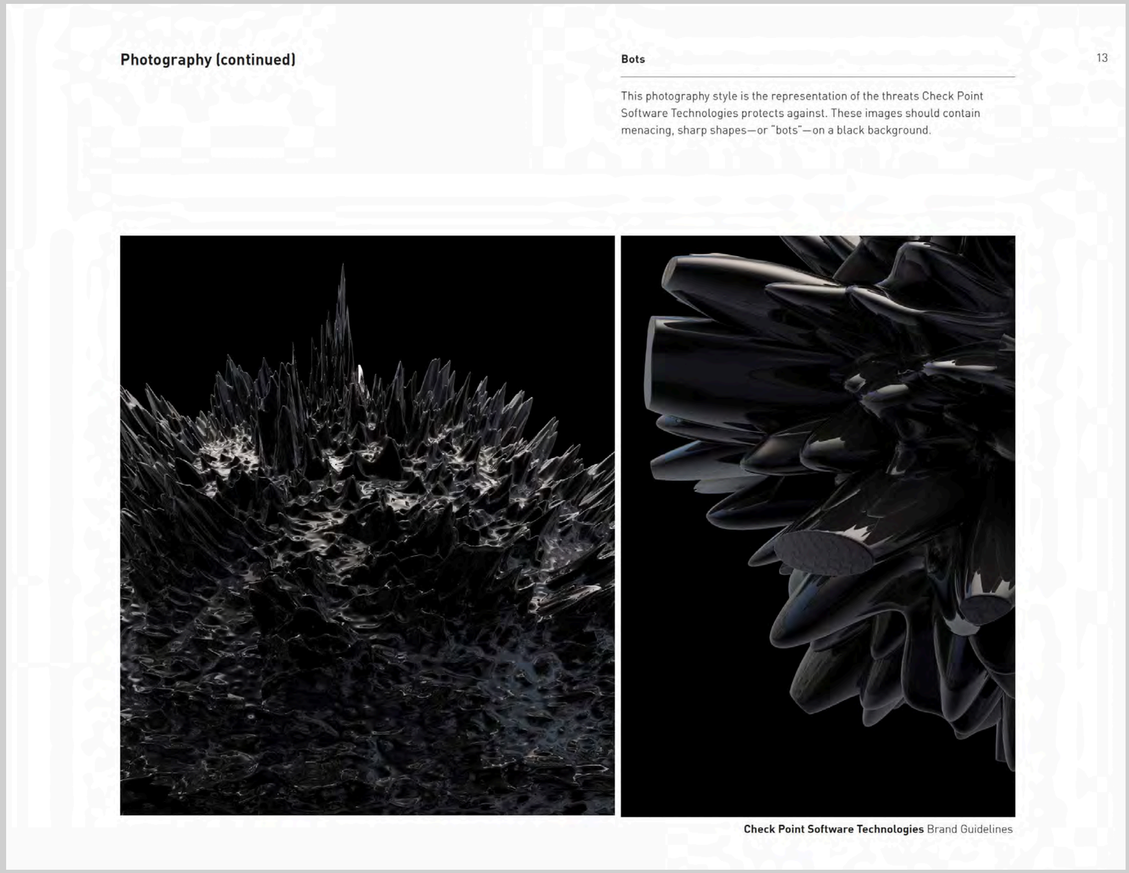


Pages from Brand Guidelines

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

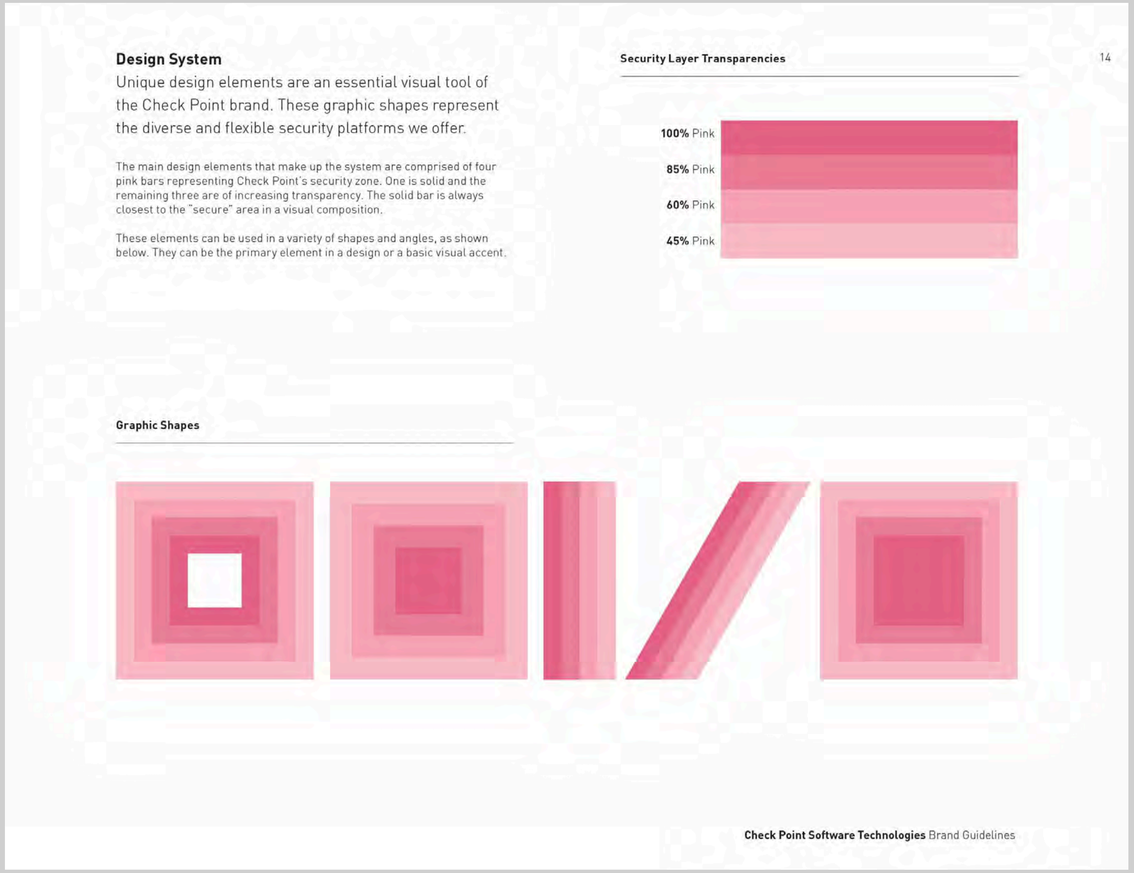




Pages from Brand Guidelines

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

100% Pink

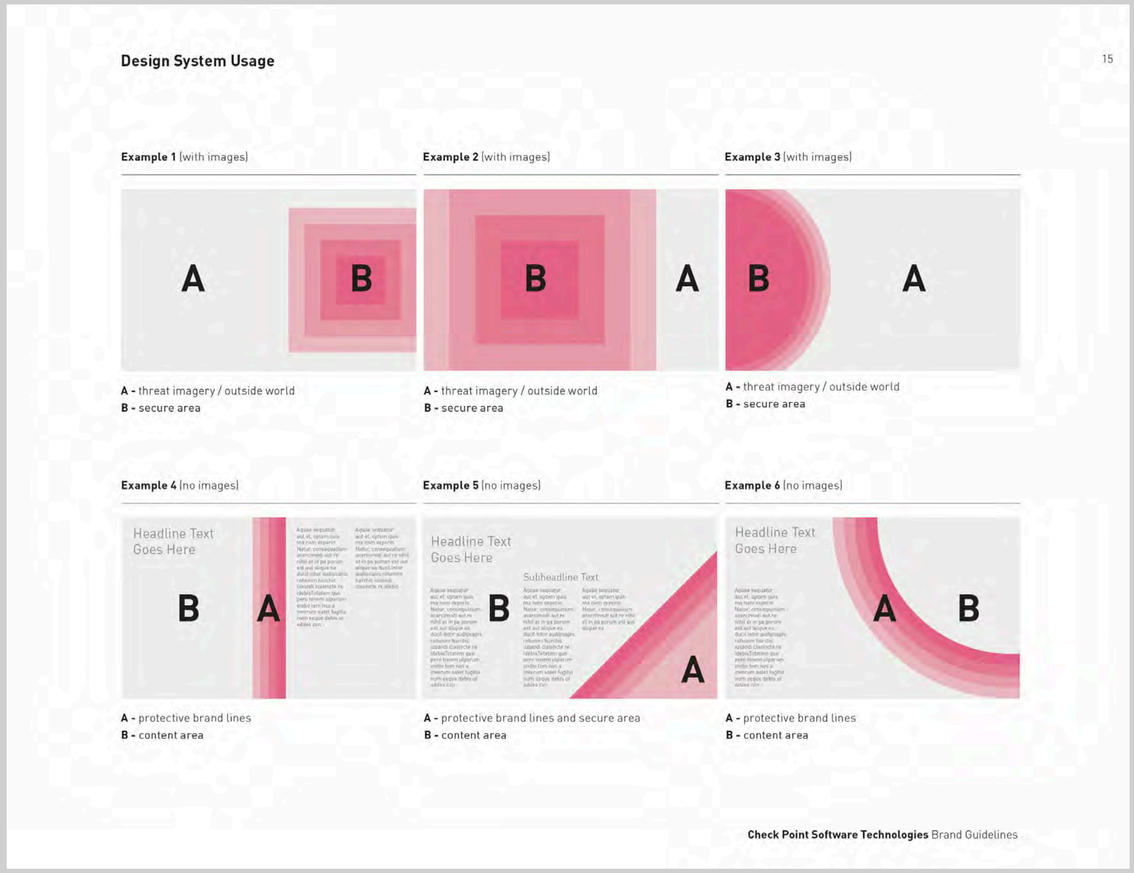
85% Pink

60% Pink

45% Pink

Graphic Shapes

Check Point Software Technologies Brand Guidelines



Design System Usage

15

Example 1 (with images)

A

B

A - threat imagery / outside world
B - secure area

Example 2 (with images)

B

A

A - threat imagery / outside world
B - secure area

Example 3 (with images)

B

A

A - threat imagery / outside world
B - secure area

Example 4 (no images)

Headline Text Goes Here

B

A

A - protective brand lines
B - content area

Example 5 (no images)

Headline Text Goes Here

Subheadline Text

B

A

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

Example 6 (no images)

Headline Text Goes Here

A

B

A - protective brand lines
B - content area

Check Point Software Technologies Brand Guidelines

Pages from 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

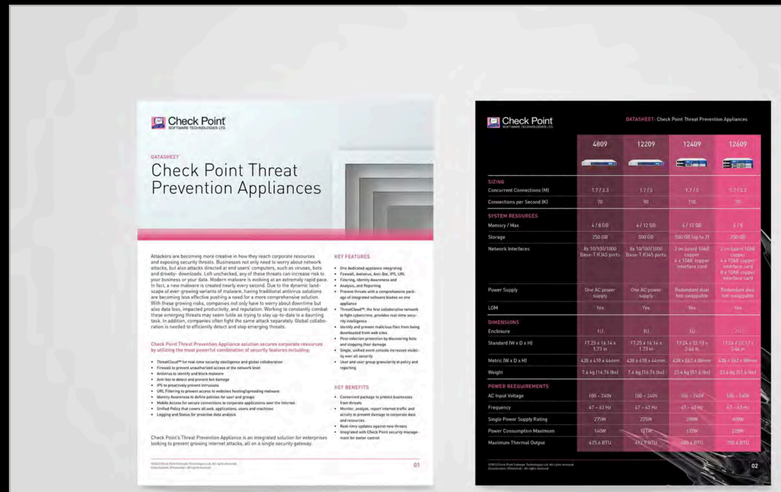
- Applied the updated brand identity across diverse collateral
- Ensured flexibility in adapting designs to different formats and audiences
- Guided consistency through templates, design systems, and reviews

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



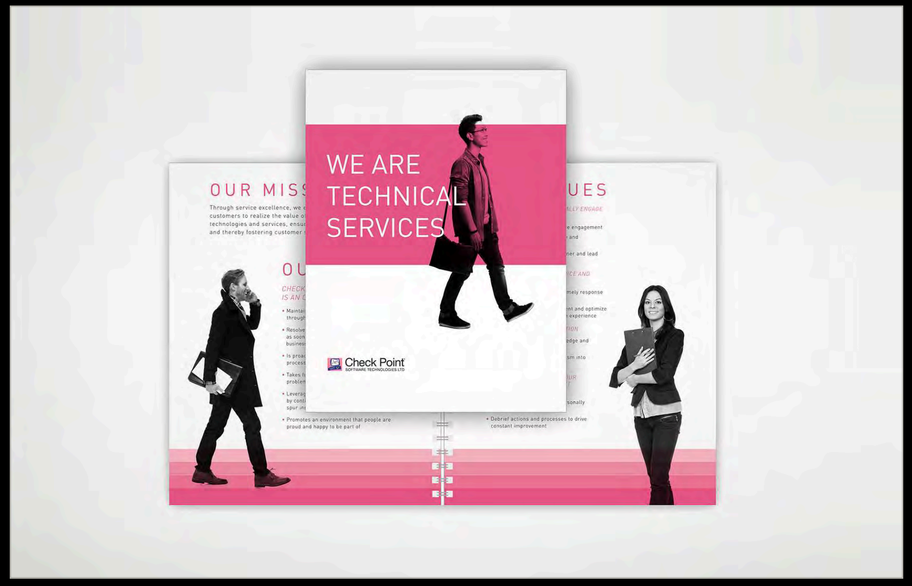
Data Sheet

Brochure Spread

Brochure Cover

Brochure Spread

Various Collateral and Branded Merchandise



Employee Handbook

Check Point Software

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

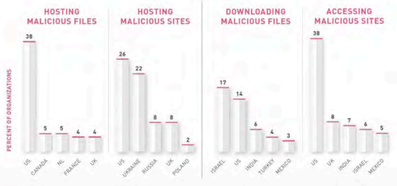
- Translated complex data and statistics into clear, engaging infographics and charts.
- Enhanced readability and visual storytelling for a global executive audience.

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."[1]

-Madonna, pop star, on the digital theft and leaking of her unfinished album, "Rebel 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 BotCloud	BitTorrent Protocol • SoulSeek iMesh	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

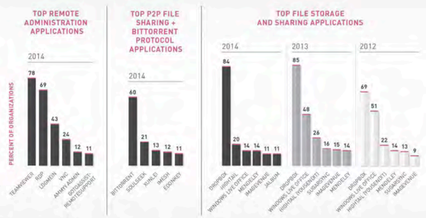
2013	AMERICAS	EMEA	APAC
ANONYMIZER	Tor • Ultrasurf • Hotspot Shield	OpenVPN • Coralcdn Proxy Suppliers	Ultrasurf • Tor • Hide My Ass
P2P FILE SHARING	BitTorrent Protocol • SoulSeek BotCloud	BitTorrent Protocol • SoulSeek eDonkey Protocol	BitTorrent Protocol • Xunlei SouSeek
FILE STORAGE AND SHARING	Dropbox • 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

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

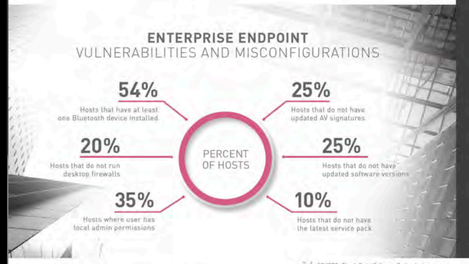
dropped from 68 percent to 40 percent. Why? Hackers show a preference for targeting clients because they can use social engineering and phishing tactics to trick people. In other words, humans are much easier to dupe than machines.

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 packs; 25 percent don't have updated versions of their software; and 17 percent don't have anti-virus installed at all. In addition, 35 percent of enterprise hosts are configured such that users have local administrator permissions, putting their operating systems at greater risk for malware exploitation.

While those numbers might not seem huge, it's still an important flag that there are some enterprises that are not getting the security message: It only takes one vulnerable host to infect an entire network. And think about the number of businesses with whom those enterprises interact and exchange information. Part of managing the threat of cybercrime means being a responsible cyber citizen when it comes to basic protections—and sharing important security information with others.

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 interface. It also verifies that, once a packet is routed, it is going through the proper interface.	PCI DSS 3.0	Global—any company processing or storing credit card data
		NIST 800.41	Mainly relevant to US Federal, but equally applicable to any US company adopting a robust firewall standard
		ISO 27001	Global—any company being certified to this standard or adopting it as a best practice
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 3.0	Global—any company processing or storing credit card data
		NIST 800.41	Mainly relevant to US Federal, but equally applicable to any US company adopting a robust firewall standard
		ISO 27001	Global—any company following this 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 3.0	Global—any company processing or storing credit card data
		ISO 27001	Global—any company being certified to this standard or adopting it as a best practice

Spreads from the Security Report

CORPORATE DATA AT RISK

4.1 SOURCE: Check Point Software Technologies

OUT OF CONTROL

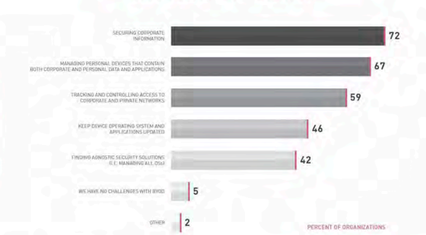
When mobile security is weak, it can provide attackers with personal information, passwords, business and personal email, corporate documents, and access to company networks and applications. In the business setting, that concern becomes magnified. In fact, 87 percent of IT professionals say careless 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.

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.[1]

So it's no surprise that the top two BYOD security challenges faced by IT are securing corporate information—reported by 72 percent of our sample; and managing personal devices that contain both corporate and personal data and applications—cited by 67 percent of our respondents.

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 400,000 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 30 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 40 percent iOS.

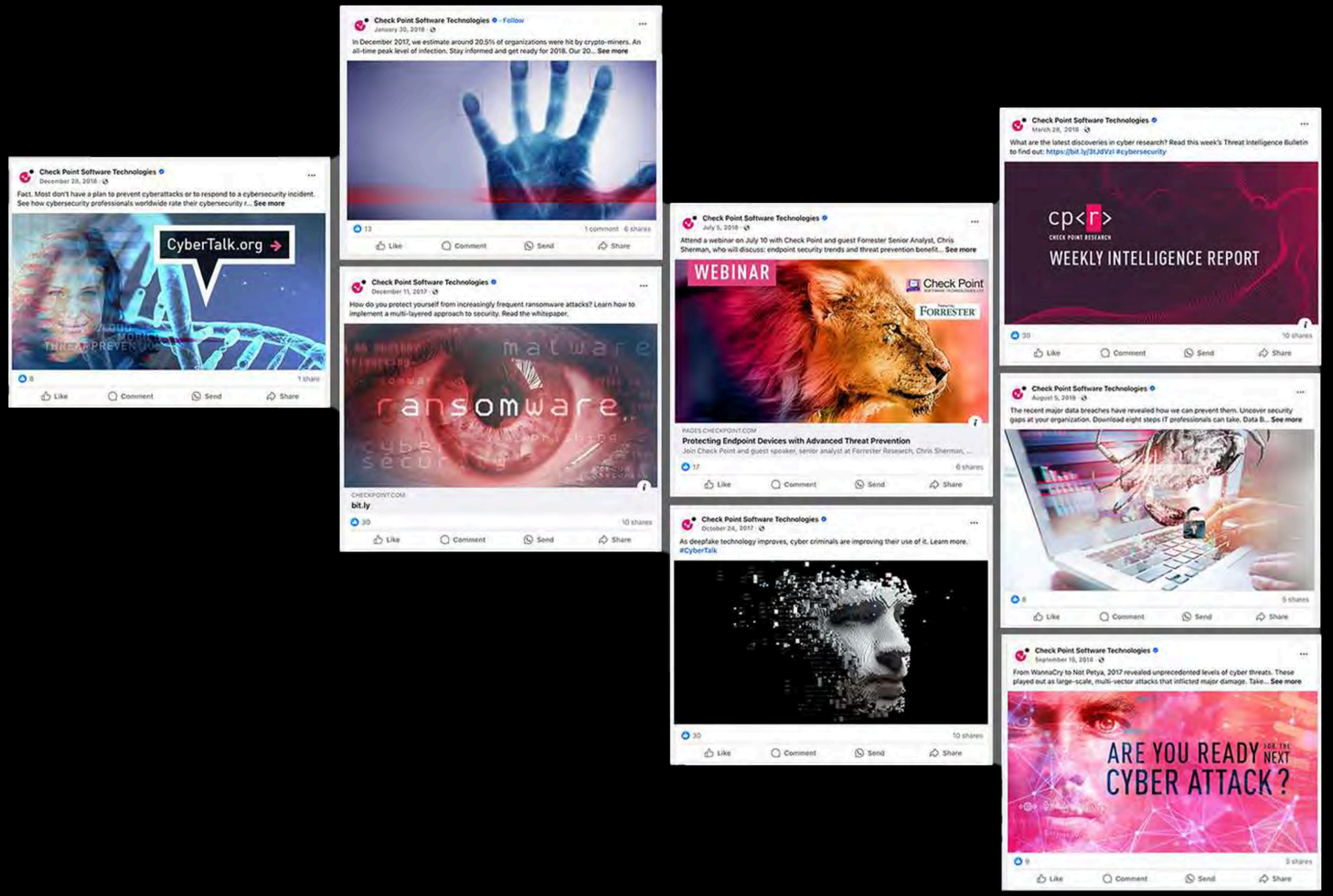
BYOD SECURITY CHALLENGES



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

Check Point Software

Marketing Campaigns

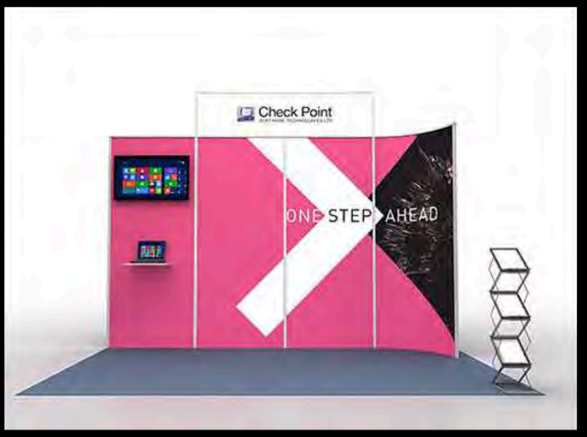
Check Point executed large-scale marketing campaigns across every touchpoint, including web, social media, digital ads, billboards, and event signage, to build brand awareness, support product launches, and reinforce its position as a cybersecurity leader.

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

Check Point Software

UX, Web and Digital Design

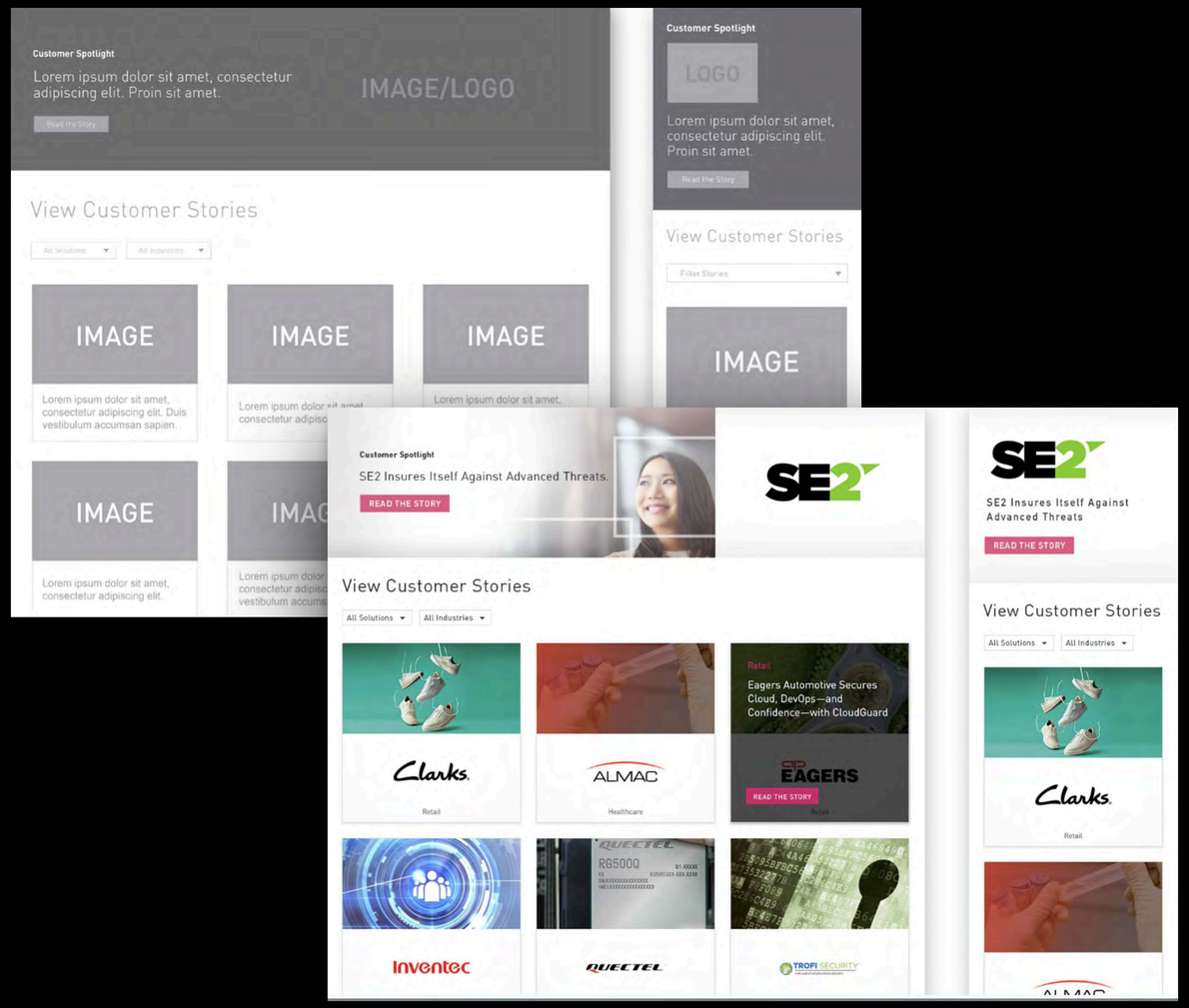
At Check Point, I was responsible for maintaining and evolving the company's digital presence through routine website updates and periodic UX/UI audits. Updates included campaigns, reports, news, and refreshed visuals to keep content accurate and on brand. Audits provided opportunities to address CMS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

Role

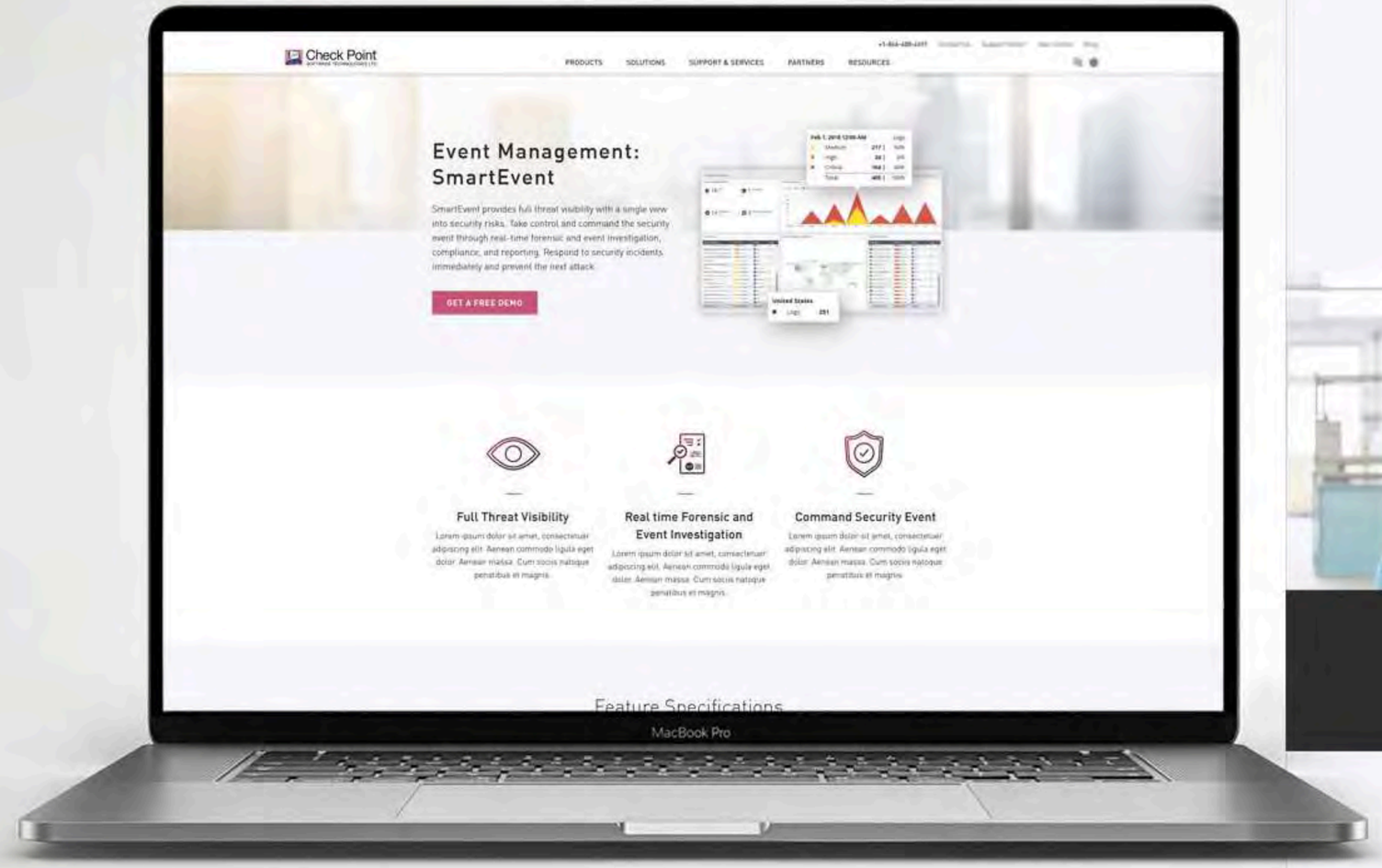
- Managed ongoing content updates
- Conducted UX/UI audits to identify usability and accessibility improvements
- Enforced design systems and brand standards to ensure consistency and scalability across all digital channels

Impact

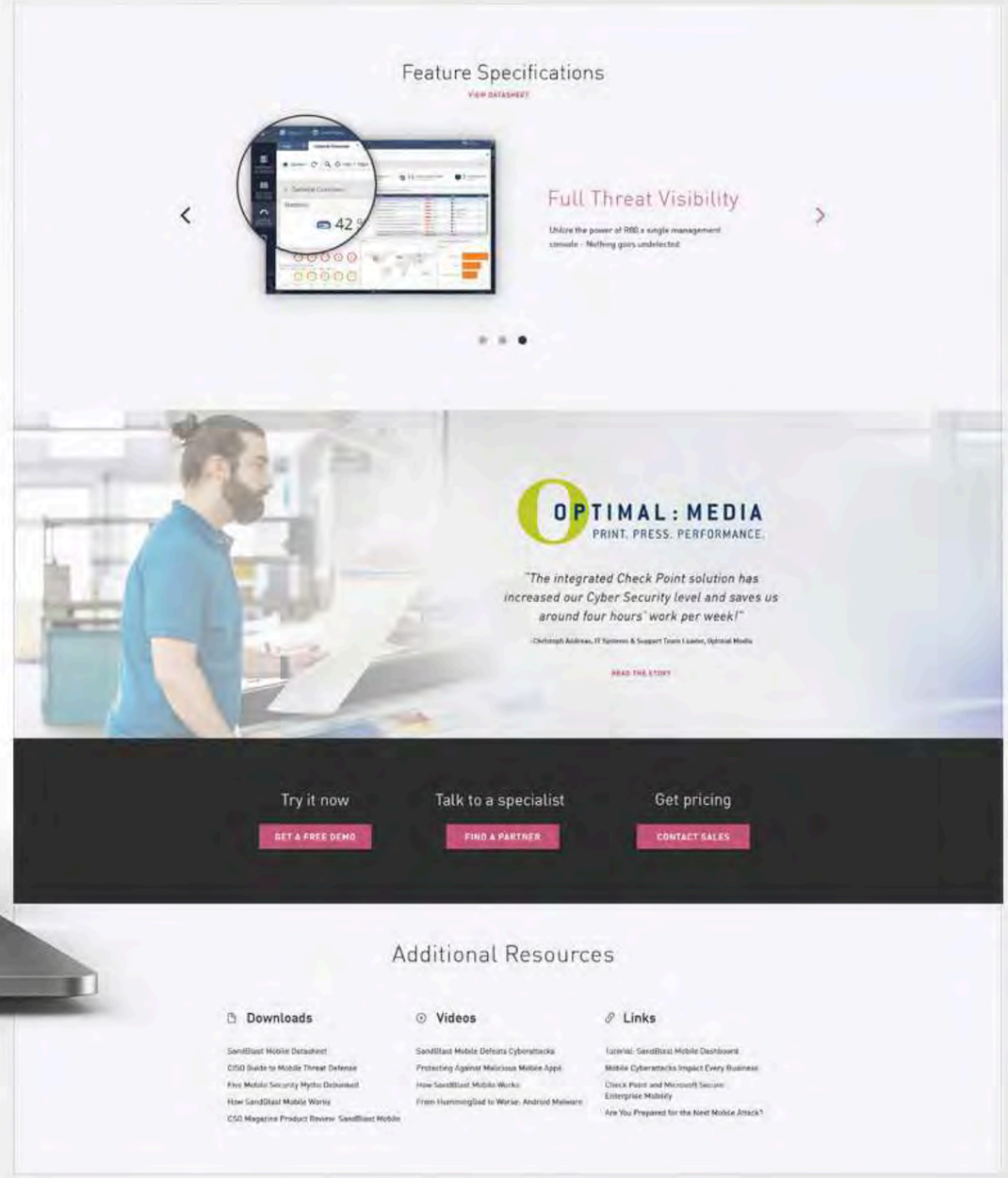
- Streamlined updates with clear workflows and prioritization.
- Built scalable systems and processes to keep the site fresh and user-friendly.
- Improved website usability, engagement, and conversions.

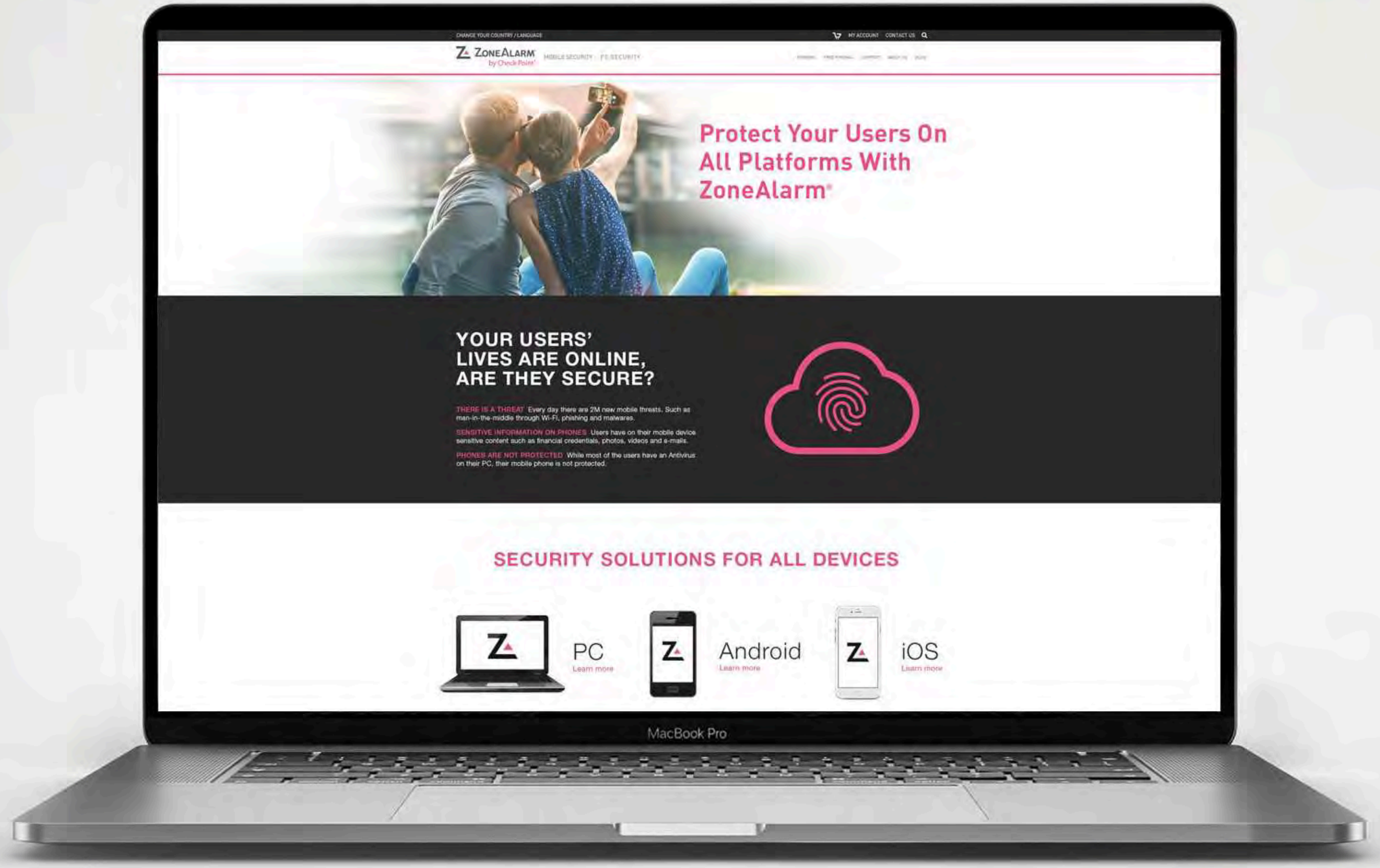


UX/UI Audit for the Customer Testimonials Page - Wireframe and Design Comp

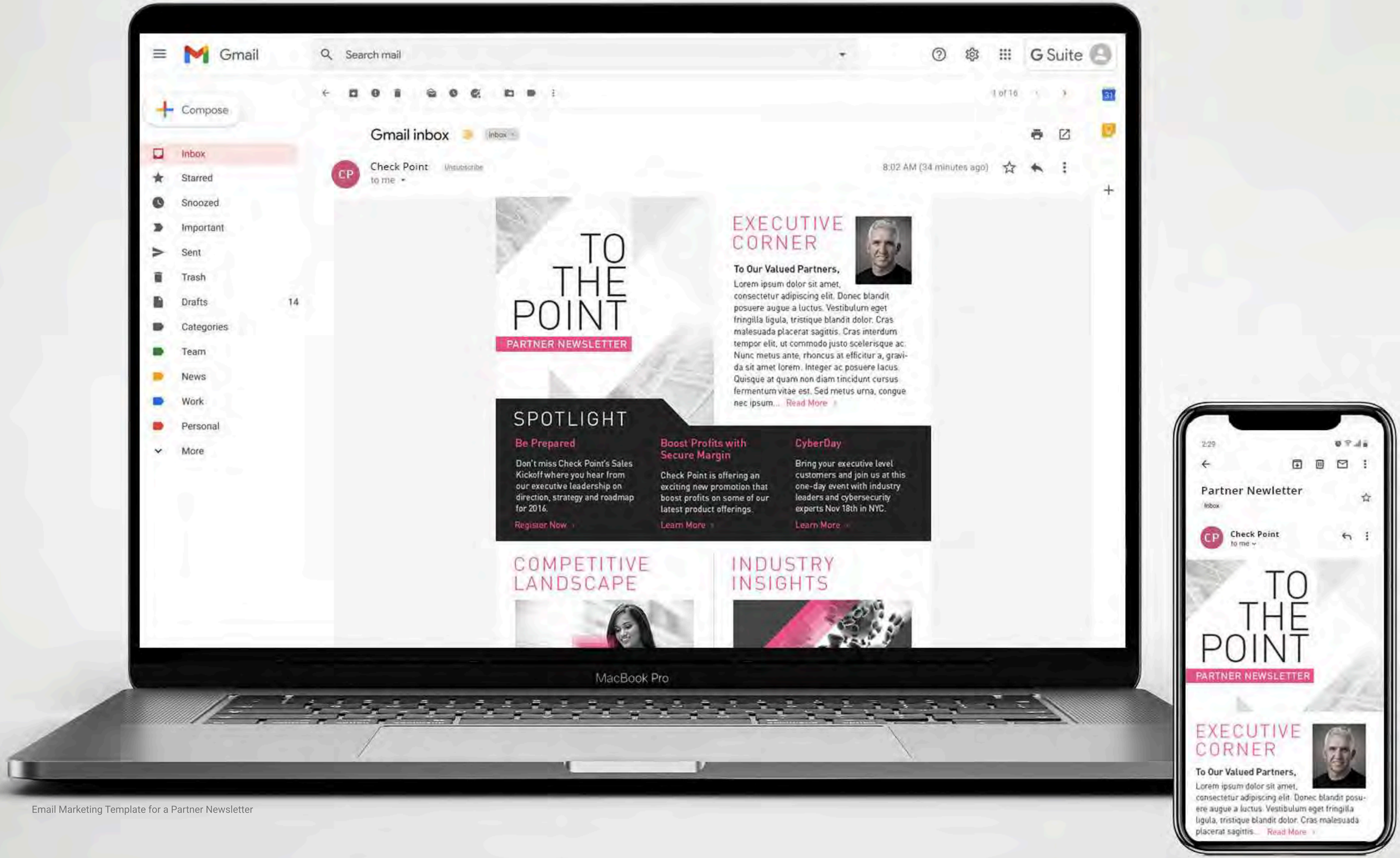


Website Design





Product Landing Page



Email Marketing Template for a Partner Newsletter

Check Point Software

Mobile Partner Resources App

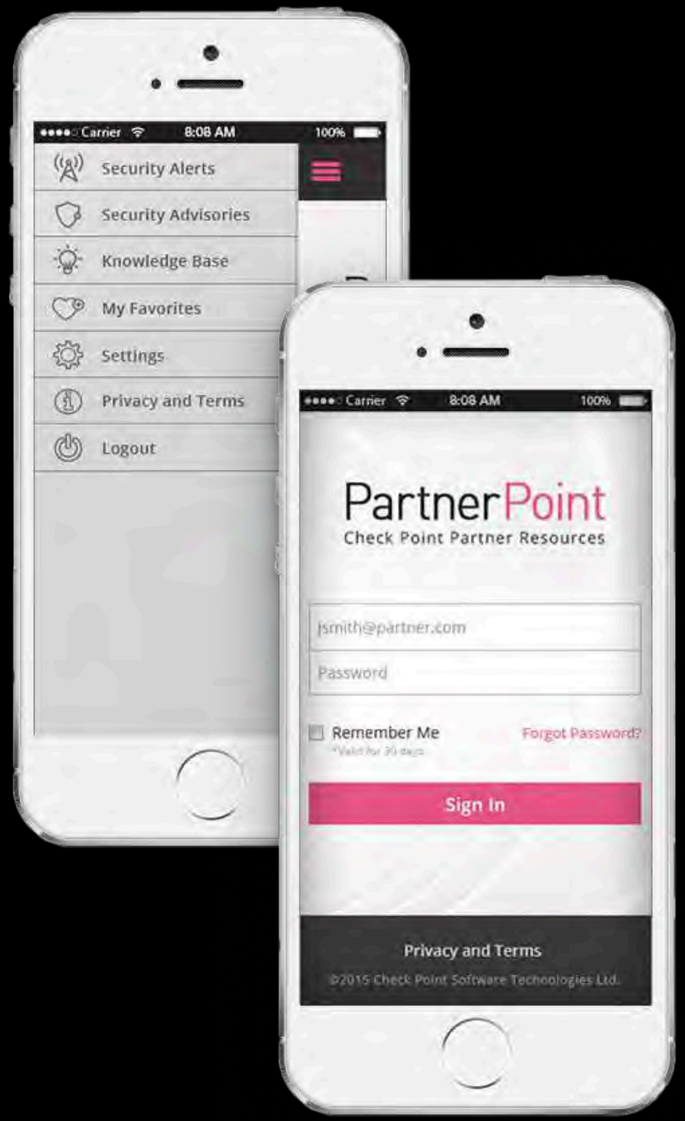
Check Point's global sales partners needed quick access to tools, product info, and updates on the go. To meet this need, we launched a mobile Partner Resources App that centralized sales tools, product catalogs, deal registration, service requests, and real-time security alerts in one easy-to-use platform.

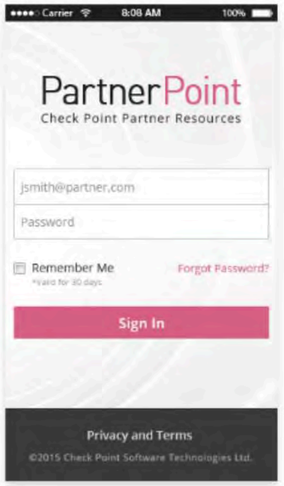
Role

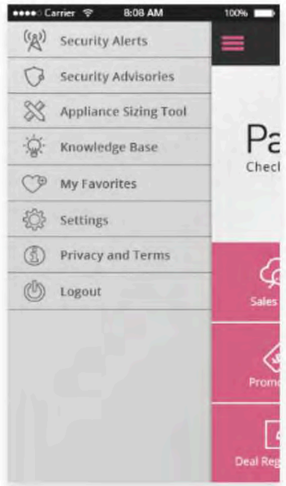
- Created the full user interface, designing a clean, intuitive, and mobile-friendly experience.
- Partnered with sales, digital marketing, and engineering teams to align the app's design with business needs and technical feasibility.
- Produced layouts, navigation flows, and visual components consistent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

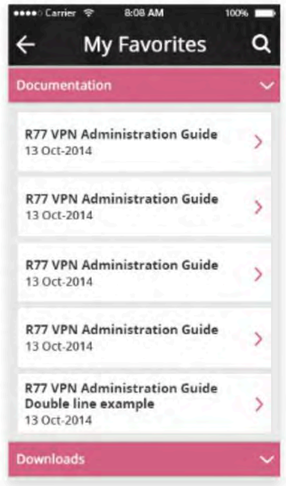
Impact

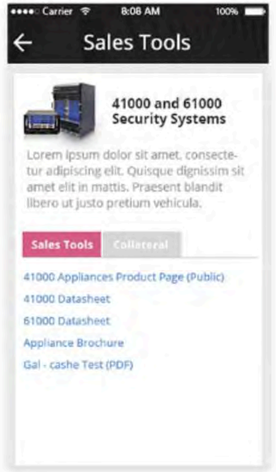
- Delivered a unified, on-the-go resource hub that improved partner productivity and engagement by consolidating scattered resources into one streamlined mobile experience.

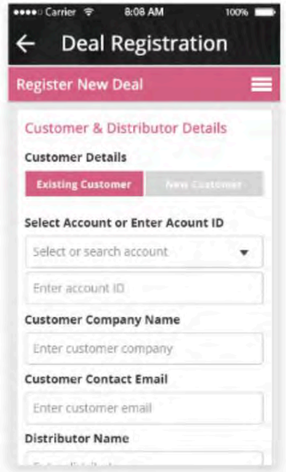












Multiple screens from the mobile app

Check Point Software

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

Design Systems

Digital Styleguide

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

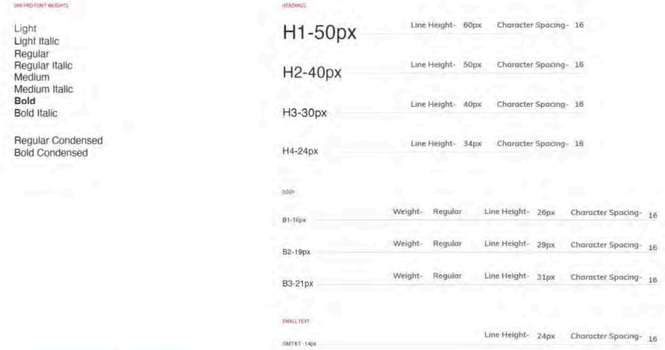
Deliverables:
- PDF Reference Document
- XD templates
- Wordpress implementation

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

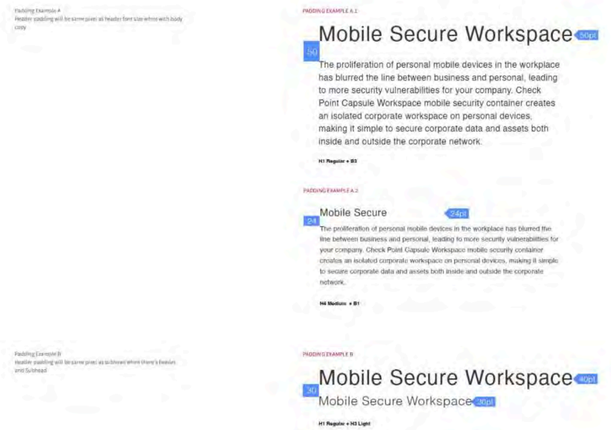
Font Specs



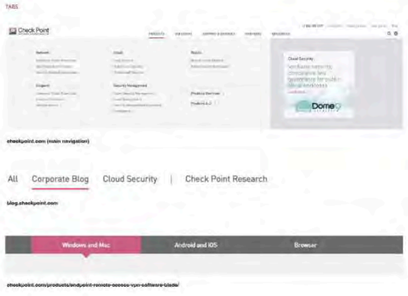
Background Colors

Backgrounds (cont.)

Typesetting (padding)



Navigation



Selectors

Inputs/Drop Downs

Design Systems

Content Catalog

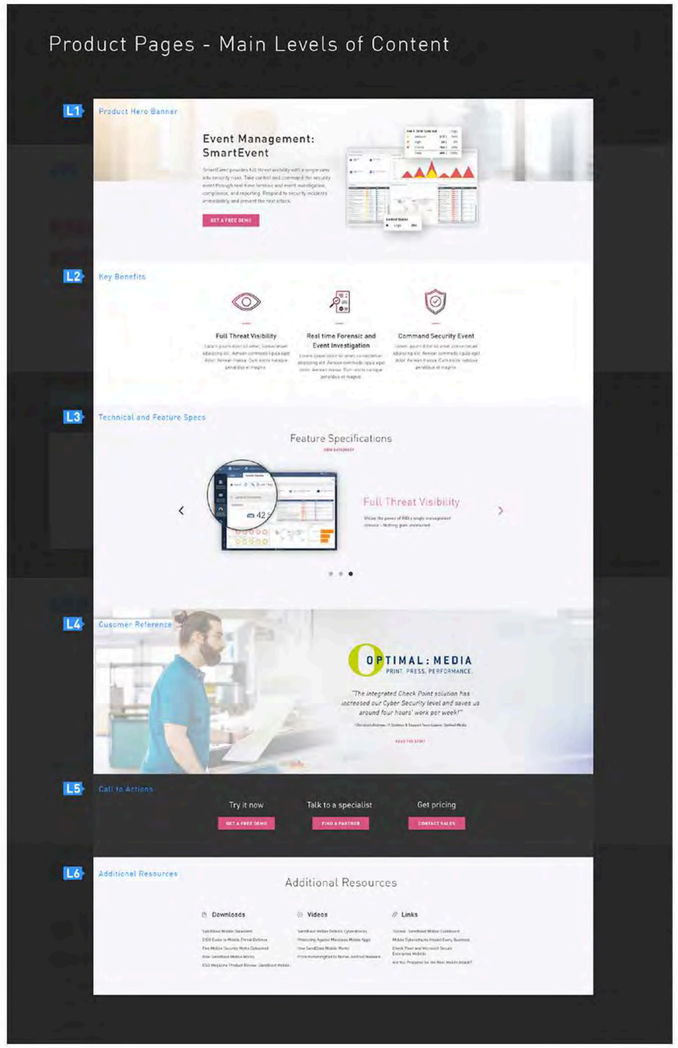
Responsibilities:
Led the project from start to finish, covering project initiation, content and design strategy, and implementation.

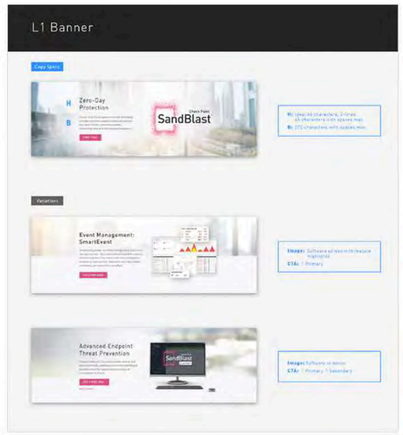
Deliverables:
- PDF Reference Document
- XD templates

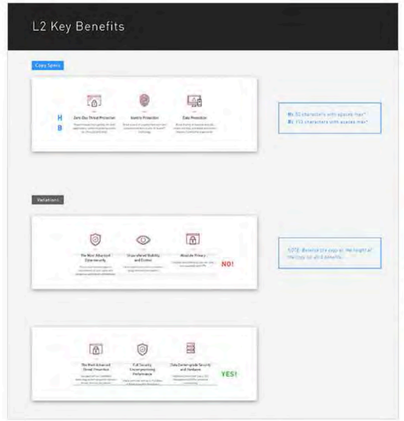
Overview:
Once the website redesign finished, I noticed that with so many different content creators involved, future updates and new pages could easily become inconsistent. I wanted to create a solution that would keep page structures, content components, and design formats consistent going forward.

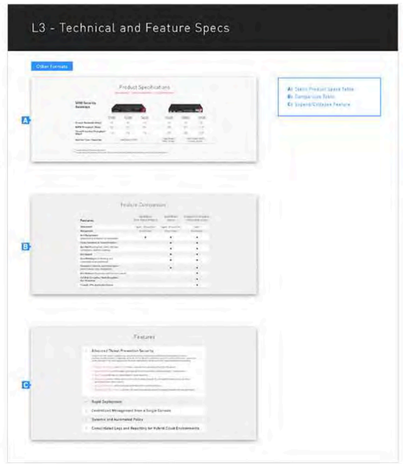
To solve this, I developed a content catalog that served as a shared reference point. I collaborated with marketing, product, and development teams to make sure it met everyone's needs and was easy to use.

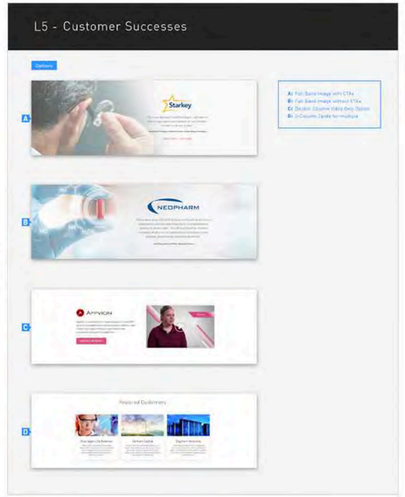
As a result, the workflow from content to design to development became much smoother. Updates stayed consistent with the new design, and new pages were delivered faster with far less friction between teams.











Design Systems

Digital Assets Library

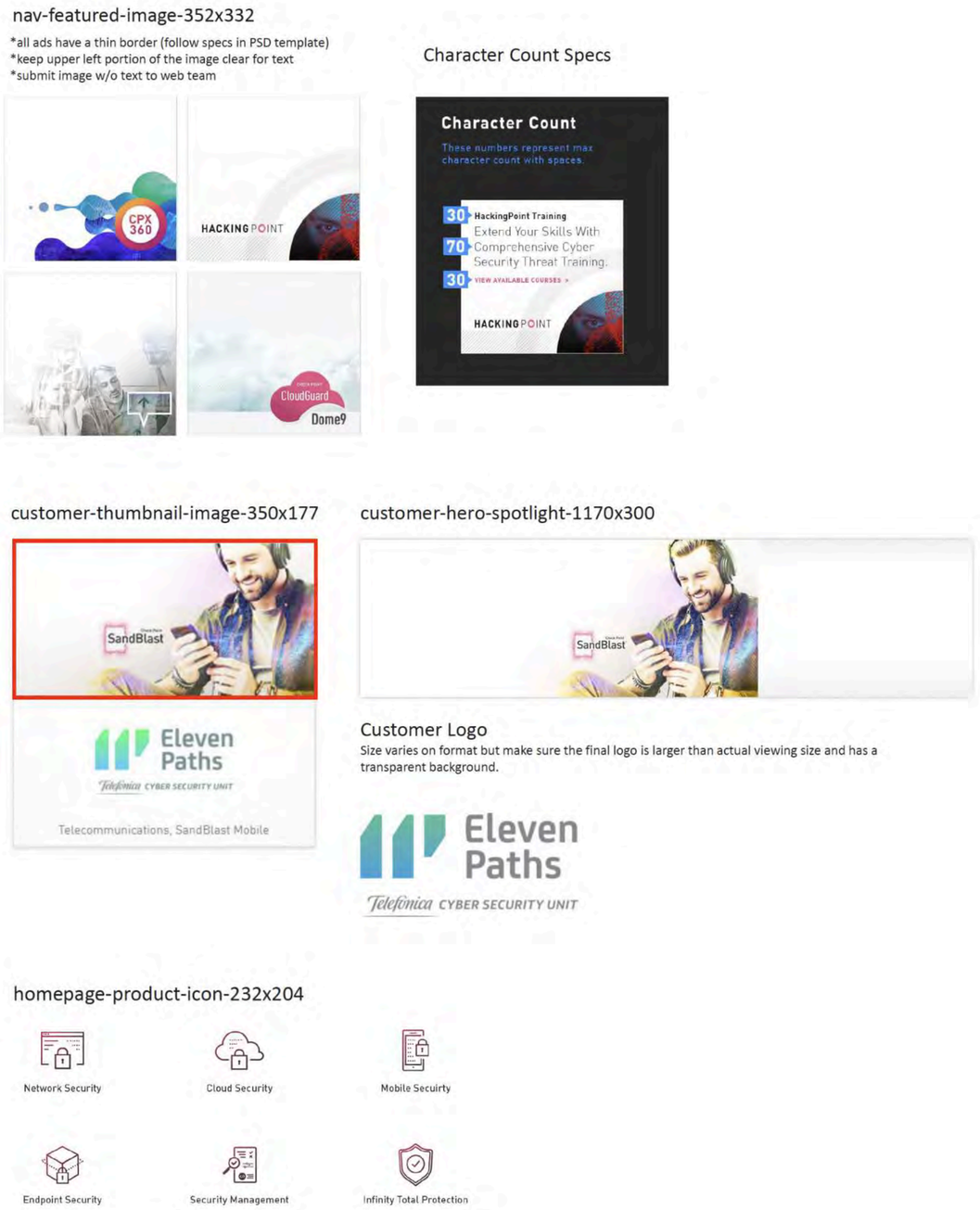
Responsibilities:
Oversaw the development and upkeep of the asset library.

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.



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.