

Travis W. Bell

SENIOR GRAPHIC DESIGNER · PRODUCTION LEAD

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2,500+

PIECES TO PRESS / YEAR

98%+

PRODUCTION ACCURACY

Shell TapUp

BRAND-STANDARD GUIDE AUTHOR

SUMMARY

High-volume production designer who ships clean. Most recently across the Shell family (Pennzoil, Quaker State, Shell Rotella, Jiffy Lube), I've turned out more than 2,500 POP and brand pieces a year and gotten them to press right the first time. I authored Shell TapUp's global brand-standard guide, built the QC process behind it, and led production teams while doing the hands-on design and prepress myself.

EXPERIENCE

Shell (contract via Aquent) · Senior Graphic Designer & Production Lead

2018 – Present

PRIMARY ROLE

- Lead and mentor the production art team, keeping a high volume of POP and brand collateral accurate and on-standard for Shell.
- Got Pennzoil's "Long May We Drive" campaign out the door more than a month ahead of its launch date.
- Built the promotional package for NASCAR driver Joey Logano's championship celebration: structural covers, billboards, and large-format displays.
- Own POP programs across Shell, Pennzoil, Quaker State, Shell Rotella, and Jiffy Lube, concept through to print-ready files.
- Use AI tools (Claude, ChatGPT) to speed up first drafts of QC checklists and brand-guide copy, keeping more time on hands-on production.
- Delivered roughly 1,400 Quaker State pieces in 2025 with almost no press errors.
- Work with the brand and marketing teams and our print vendors so the web graphics, banners, and booth builds all match.

T.W. Bell Creative · Owner & Graphic Designer

2014 – Present

EVENINGS AND WEEKENDS

- Worked directly with Shell's Netherlands team to build the global brand-standard guide for Shell TapUp fuel services.
- Was TapUp's final QC before press, with zero press rejections due to production error; the checklist I built for it is still their standard handoff.
- Designed and produced My Life 360, a monthly lifestyle magazine, solo, from concept to press across all 18 issues.
- Ongoing client work: logos, email campaigns, social graphics, and commercial vehicle wraps.

Valassis · Graphic Designer / Production Artist

2007 – 2014

- Highest-output ad designer in the shop, producing more than 3,500 ads in a single year.
- Built quick-reference production guides that cut client reworks by about 15%, backed by a strong accuracy record across annual QC reviews.

SKILLS

AI

Claude, ChatGPT, Gemini

DESIGN & PRODUCTION

Adobe Creative Cloud (InDesign, Photoshop, Illustrator, Acrobat Pro), Figma, Canva

SYSTEMS

Microsoft 365, Salesforce

SPECIALTIES

Brand systems and standards, large-scale POP, prepress and press QC, team leadership, budget and timeline management

EXPERIENTIAL & 3D

Shapr3D modeling, Bambu Studio (3D printing), MadMapper (video projection mapping)