



Keith Stoneman
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EMAIL

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PORTFOLIO

keithstoneman.com



EDUCATION

Lake Michigan College
Graphic Design
September 2004 - May 2005

Alma College
BA, Psychology, May 2000

Ovid-Elsie High School
June 1996

PROFESSIONAL EXPERIENCE

BETHANY CHRISTIAN SERVICES

September 2019 - Present

Director of Design & UX

Directed a team with creative, print production, and digital marketing specialists. Managed a budget that in year one saved 25% in cost reductions. Implemented Agile marketing methodologies, digital asset management, project management software, and created efficiencies that improved staff morale, design quality, and overall productivity.

ZONDERVAN

February 2013 - September 2019

Senior Lead Web Designer

Created and led the design process in content-driven and e-commerce websites, iOS apps, large divisional email campaigns, and landing pages while emphasizing responsive and user-focused design. Also worked with various marketing verticals to provide key deliverables for multiple marketing campaigns and to drive revenue.

ACCIDENT FUND

January 2009 - February 2013

Graphic Designer

Led and managed projects from initial design to final production. Participated in brainstorming for strategic communications development, assisted with scheduling and cost budgeting/estimating projects, and provided proof of concepts for data visualizations, company Intranet, and other major marketing initiatives.

IDV SOLUTIONS

UI Designer

September 2006 - October 2008

Designed and coded e-newsletters; developed logos and branding; created various print, Web, and Flash designs; produced demonstration videos for Web use; created proofs of concept for clients. Worked on UX for our flagship software and custom clients projects.