



# KEITH STONEMAN

## EDUCATION

Lake Michigan College  
Graphic Design  
September 2004 - May 2005

Alma College  
BA, Psychology, May 2000

## CONTACT

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Rockford, MI 49341  
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## EMAIL

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## PORTFOLIO

[keithstoneman.com](http://keithstoneman.com)



## SKILLS

InDesign · Illustrator  
Photoshop · Adobe XD Sketch  
InVision · Typography  
Agile Marketing · Kanban  
Leadership · Art Direction  
Branding · CSS · Email  
Coding · Google Analytics  
Responsive Design · User  
Experience · Wireframing

## PROFESSIONAL EXPERIENCE

### BETHANY CHRISTIAN SERVICES

December 2020 - Present  
Director of Design & UX

In addition to leading the Creative Team, I lead our digital marketing, user experience, and systems efforts. Our team's primary focus areas are HubSpot, analytics and reporting, email, CRM data, and UX within the Marketing team. We are currently putting policies and procedures to help increase our staff's capabilities and workload to help drive results and give further insights into our marketing efforts.

### BETHANY CHRISTIAN SERVICES

September 2019 - December 2020  
Creative Director

Directed a team with creative, and print production staff. 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.