



KEITH STONEMAN

EDUCATION

Lake Michigan College
Graphic Design
September 2004 - May 2005

Alma College
BA, Psychology, May 2000

CONTACT

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PORTFOLIO

keithstoneman.com



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.

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