

Jonas Stoltz

Summer 2024 Design Portfolio





Qsource 2024 Conference and Marketing Materials

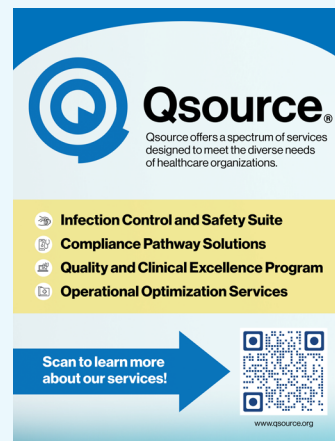
Project Overview:

To ensure a strong presence at multiple conferences throughout 2024, Qsource has redesigned the visual elements of their conference booths. This initiative includes the creation of new banners, marketing materials, and booth videos.

Responsibilities:

Art direction
Graphic design
Video editing
Motion graphics

[View Booth Video](#)





Arkansas HEDIS Report

Arkansas Department of Human Services
2011-2018

Project Overview:

The Healthcare Effectiveness Data and Information Set (HEDIS) is among the most widely used tools for performance improvement in healthcare. I was responsible for the design and development of printed reports for widespread distribution over multiple years. In addition to Arkansas, reports were also produced for the states of Georgia and Tennessee.

Responsibilities:

Overall project art direction
Year-to-year branding changes
Document design
Chart and graph visualization
Iconography

[Download the Arkansas Medicaid Performance 2012 Report](#)

Hoosier Reason?



In Indiana, people working in long-term care facilities are taking a COVID-19 shot to protect the residents they serve in nursing homes and the people they love at home.

TESTIMONIALS

Clinical staff share stories of why they choose to be vaccinated against COVID-19.

MATERIALS

Celebrate and acknowledge those who have gotten the COVID-19 vaccine.

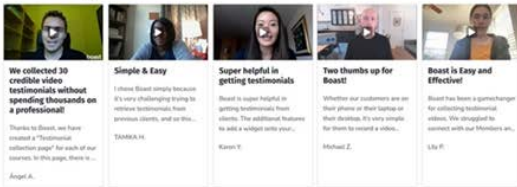
COVID-19

Learn more about the COVID-19 vaccine and how it can protect you, your patients and those you love.

ABOUT THE CAMPAIGN

We celebrate and recognize the brave, selfless staff who have dedicated their time during the pandemic to the care and well-being of residents in long-term care facilities. They choose to get vaccinated and share their reason why they made that decision.

Tell us *Hoosier Reason?* for getting vaccinated!



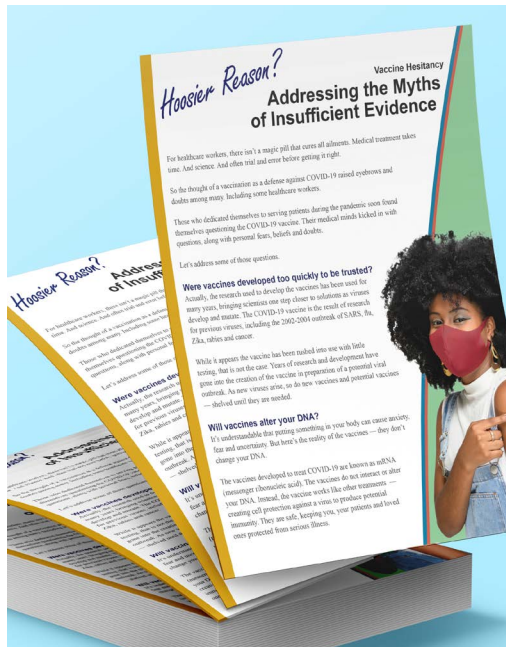
Hoosier Reason?

Project Overview:

"Hoosier Reason?" was an educational initiative by Qsource aimed at promoting vaccinations among nursing home staff in Indiana. The project included a dedicated website, associated printed materials, and live video broadcasts. This effort was closely aligned with other COVID-19 initiatives.

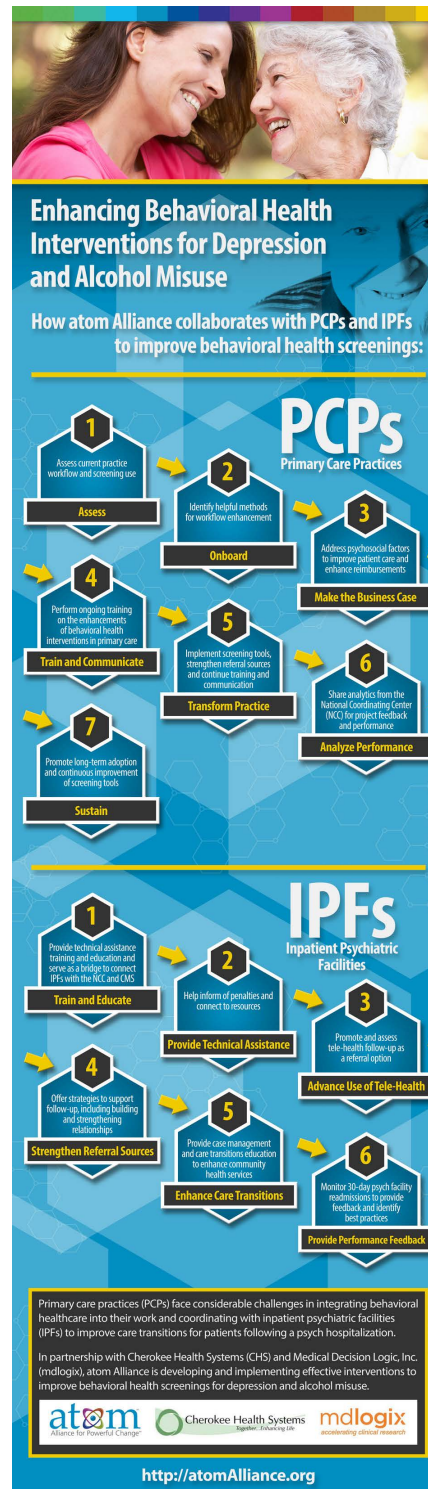
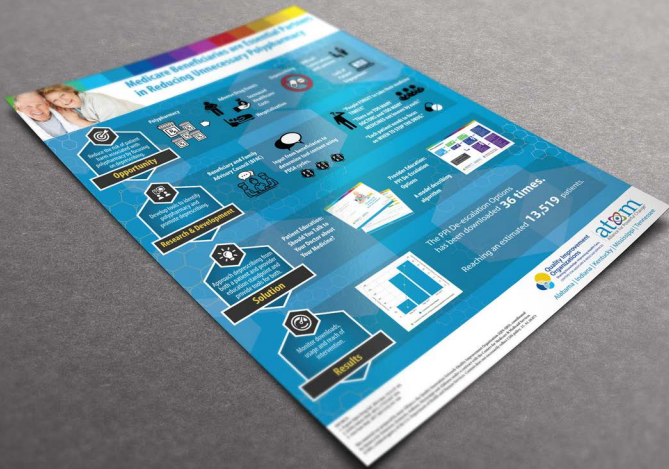
Responsibilities:

- Art direction
- Graphic design
- Website development
- Branding
- Logo design
- Video editing
- Live video



#D59F0F R: 213 G: 159 B: 15	#000F5D R: 0 G: 15 B: 93	#0077A3 R: 0 G: 119 B: 163	#1B8479 R: 27 G: 132 B: 121	#89C694 R: 137 G: 198 B: 148	#CE5645 R: 206 G: 86 B: 69
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Fonts: Titles - **Franklin Gothic Heavy**
Text - **Cambria**



Posters and Infographics

Project Overview:

Across various contracted scopes of work, numerous opportunities arose to produce informational posters, billboards, and large-scale media.

Responsibilities:

- Art direction
- Graphic design
- Branding
- Chart and graph visualization
- Iconography



Security Risk Assessment

Project Overview:

This is one of several e-books designed over the past year to educate facilities on security risk assessments. I was involved in this project from concept to completion. In addition to this e-book, additional documents were created, and a series of informational videos were produced.

Responsibilities:

Art direction
Graphic design
Branding
Chart and graph visualization
Iconography
Video editing
Voice-over
Scriptwriting

[Download the Document](#)
[View the Associated Video](#)



Best Practices

4. Ongoing Assessments
Complete a risk assessment annually to be certain no new risks have surfaced. A risk assessment must be completed in the event of changes to security areas.

5. Create a Culture of Security
Include security in your mission statement. Train employees consistently on security. Establish that the security of patient data is required to promote trust with patients. Everything including security is done with patient outcomes in mind.

6. Ongoing Compliance and Monitoring
Cybersecurity must be addressed vigilantly. Hacking incidents are the number one reason for breaches. There are new threats every day. In addition to monitoring software, hardware solutions, and other technical safeguards, employees must be well-trained in what they need to do to keep data safe.

Minimal Best Practices

1. Update security policies
2. Strong authentications (PIN/Password)
3. Refresh network security
4. Educate employees on suspicious activity

Introduction

Data breaches are increasing year over year. Most breaches happen in healthcare provider settings and are primarily a result of unauthorized disclosure or hacking incidents. Performing a **Security Risk Assessment (SRA)** is critical to ensuring safeguards are in place to address potential risks.

Healthcare providers are responsible for avoiding data breaches and are required by the Health Insurance Portability and Accountability Act (HIPAA) Security Rule to perform an SRA. HIPAA institutes security standards for protecting **electronic patient health information (ePHI)**.

Covered entities (CE) and business associates (BA) are required to use these national standards to protect ePHI they create, receive, maintain, or transmit. The SRA addresses administrative, physical, and technical safeguards that must be put in place by CEs and BAs to secure ePHI.





Downloadable Fact Sheets

Project Overview:

Fact sheets are a core component of my design work, and over the years, I have created and designed hundreds of these documents. Our online resource library now hosts over 1,000 documents, most of which have been directly produced by me.

Responsibilities:

- Art direction
- Graphic design
- Branding
- Chart and graph visualization
- Iconography

[Download the Navigating the New Nursing Home Minimum Staffing Rule Document](#)



Printed Materials

Project Overview:

From postcards to trifolds, various printed materials have been essential for physical distribution. These materials have been made available at conferences, live events, in-person meetings, and mailed directly to facilities.

Responsibilities:

Art direction
Graphic design
Branding
Chart and graph visualization
Iconography



Adverse Drug Events (ADEs)

1.5 Million ADEs Each Year

in the U.S. Healthcare System

3 ADEs will happen in about the time it takes you to read this graphic

Each hospital patient suffers **one medication error per day** on average.

Key facts:

ADEs contribute an extra \$3.5 billion in U.S. healthcare costs—up to \$5.6 million per U.S. hospital.

\$3.5 billion



Older adults are up to seven times more likely than younger persons to experience an ADE requiring hospitalization.

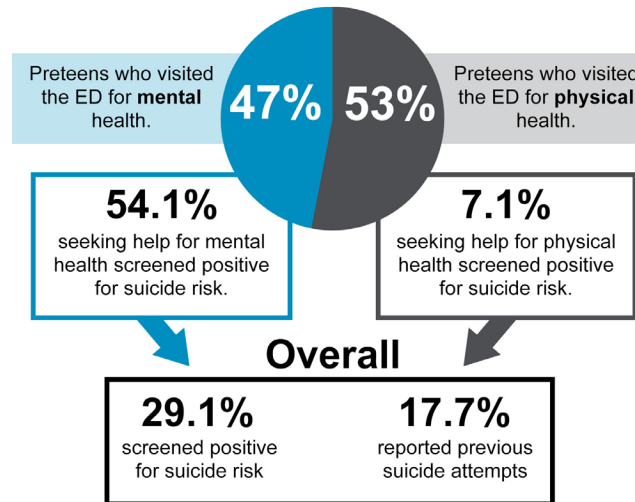
ADEs result in approximately 1 million emergency room visits per year.



1 million

The top two medications implicated in ADEs are insulin (for diabetes) and warfarin (a blood thinner).

Sources: Institute of Medicine
Agency for Healthcare Research and Quality
National Institutes of Health



Children prescribed antibiotics in:

Doctors' Office **31%**

Urgent Care Clinics **42%**

Telemedicine Prescriptions **52%**



Telemedicine prescriptions were more likely to ignore clinical guidelines such as taking a throat swab and running a lab test before diagnosing a patient with strep throat.

Prescriptions deemed inappropriate:

Doctors' Office **22%**

Urgent Care Clinics **33%**

Telemedicine Prescriptions **41%**



This raises concerns over antibiotic side effects, increased antibiotic resistance, unnecessary medical costs and the general quality of care through telemedicine.

Data Visualization & Charts

Project Overview:

In a healthcare setting, it is important to find innovative and unique ways to visually present data. The goal of data visualization and charting is to make data understandable and actionable. I continuously seek to simplify data using visual imagery.

Responsibilities:

Art direction
Graphic design
Branding
Chart and graph visualization
Iconography



TN Heart Health Network

Project Overview:

I was responsible, from initial concept to final execution, for developing a dedicated website for the University of Tennessee focused on their heart health network. This project is one of several collaborations with UT. This project included creating their logo, establishing brand standards, designing the website, producing associated materials, and collaborating closely with UT staff throughout the process.

Responsibilities:

Art direction
External client communication
Graphic design
Branding
Website development and design
Template document creation
Training of external users
Iconography

[Visit the website](#)



TN Heart Health Network Branding

Colors

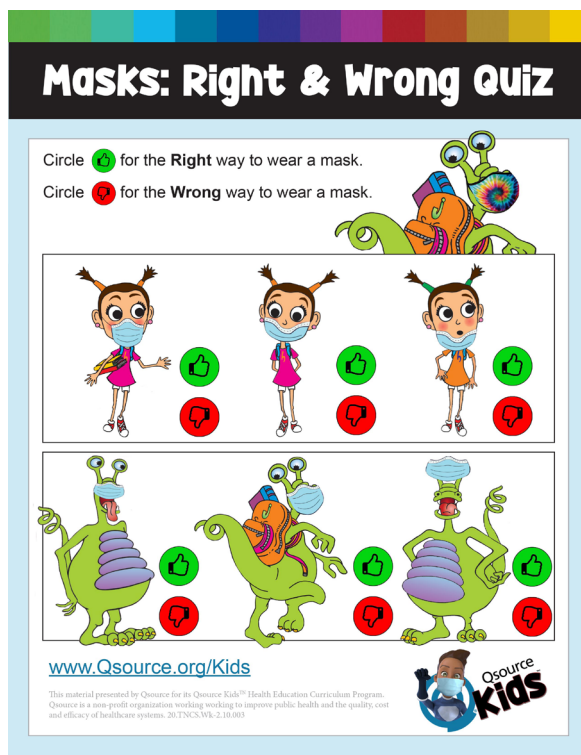
CMYK 76 50 0 0 HEX 4278C0 RGB 66 120 192	CMYK 88 40 79 37 HEX 11573F RGB 17 87 63	CMYK 44 28 87 5 HEX 979A4B RGB 151 154 75	CMYK 0 50 100 0 HEX FF8200 RGB 255 130 0	CMYK 0 99 96 0 HEX EE1C25 RGB 238 28 37

Fonts

Gotham (Primary)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Arial (Secondary, Web)	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Logos





QsourceKids

Project Overview:

This project was extensive and involved numerous components. Amidst the pandemic, I undertook the responsibility of developing documents, a dedicated website, and videos for QsourceKids. This initiative was a collaborative endeavor with JabberBlabber magazine aimed at educating kindergarten to 3rd-grade students about COVID-19.

Responsibilities:

- Art direction
- Graphic design
- Branding
- Logo design
- Website design and development
- Iconography
- Video editing
- Scriptwriting

[View QsourceKids Lesson 2 - Superheroes Wear Masks](#)

[View QsourceKids Lesson 5 - Social Distancing](#)



Entercom Radio

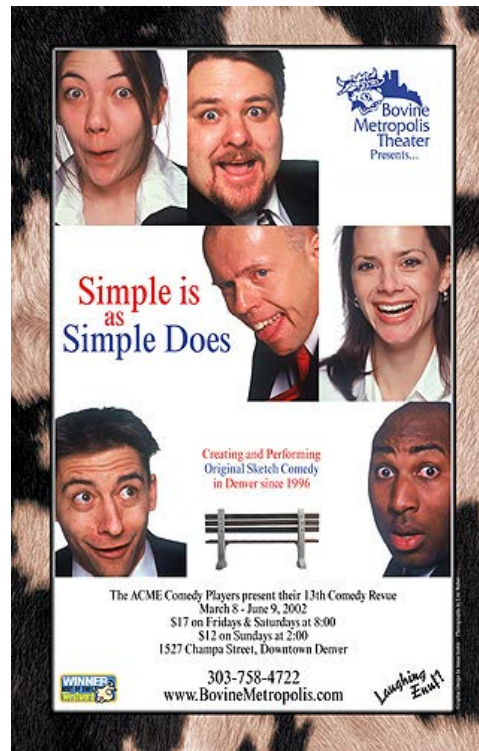
Project Overview:

Aside from managing the websites for six Memphis radio stations - WMC-FM, WRVR, WMFS, WKQK, WMC-AM, and WSMB - I also oversaw all visual projects from inception to completion as the art director. This included tasks such as visual identity, UI/UX design, typography, launch strategies, and brand development. These are several examples of banners that were utilized on billboards and public displays.

Responsibilities:

- Website design, development and maintenance
- Art direction
- Graphic design
- Branding





Freelance

Project Overview:

In addition to my professional design work, I have also worked as a freelance visual designer for various clients, including bands, concert venues, record labels, event promoters, theaters, and other live event locations. Here are just a few examples of the freelance projects I have undertaken over the years.

Responsibilities:

- Art direction
- Graphic design
- Communication with external clients

