

# Jonas Stoltz

Art | Creative | Leader | Director | Visionary

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## Education

University of Illinois at Chicago  
General Studies | Film Theory  
1988-1990

University of Iowa  
Film Theory | TV Production  
1990-1991

Columbia College Chicago  
BA Film Production |  
Cinematography  
1991-1995

## Software

Adobe Creative Suite

InDesign\*  
Photoshop\*  
Illustrator  
After Effects  
Premiere\*  
Audition  
XD

TouchDesigner  
Notch  
Intuiface  
Figma  
Cinema 4D  
Procreate

Design portfolio is included  
with this resume submission.

\* Adobe Certified Professional

Forward-thinking Creative with over 20 years of experience in developing and executing visual concepts for various media channels. Skilled in managing all aspects of the creative process from concept to completion, including brand identity, print collateral, web design, and multimedia production. Strong strategic thinker with a talent for transforming client concepts into impactful, visually stunning campaigns. Expert in Adobe Creative Suite and other design platforms, while also embracing emerging technologies. With a keen eye for detail and a disciplined approach to execution, excels at understanding the creative needs of clients and stakeholders.

## Qsource – Memphis, TN | Remote

Senior Creative Lead (12/2011 – Current)

*Qsource is a nonprofit, 501(c)(3) healthcare quality improvement and information technology consultancy.*

Senior creative working on numerous national, regional, and state government contracts including:

- CMS (Centers for Medicare & Medicaid Services)
- CDC (Centers for Disease Control and Prevention)
- QIN-QIO (Quality Improvement Network - Quality Innovation Organization)
- EQRO (External Quality Review Organization)
- ESRD Networks 10 and 12 (End Stage Renal Disease)
- SCD (Sickle Cell Disease)
- QPP (Quality Payment Program)
- HEDIS (Healthcare Effectiveness Data and Information Set)

## Graphic Design

- Led the creative direction in developing comprehensive internal and external documents, including e-books, one-sheets, trifolds, posters, postcards, and various digital and physical materials, from concept to completion.
- Ensured consistent brand messaging and visual identity across all media platforms, including print, digital, video production, and web, by maintaining strict adherence to brand guidelines.
- Crafted and edited compelling copy for documents, blogs, and website content, ensuring a consistent and engaging voice and style throughout.
- Designed and developed infographics and visualizations to effectively represent complex data, enhancing overall

communication and understanding.

- Managed and updated a public library with over 1,000 documents and downloadable materials, regularly revising content to keep information current and relevant.
- Recommended budget strategies and selected vendors for advertising campaigns, optimizing resources for maximum impact.
- Identified and implemented new software platforms, ensuring the design team had access to cutting-edge technology and tools.
- Transformed static documents and projects into interactive presentations for dynamic multimedia use, enhancing audience engagement.
- Conducted regular training sessions for team members, sharing new techniques and best practices in visual production, and served as a mentor for continuous professional development in graphic design.

#### Graphic Design Example Project: COVID-19 Campaign

- Developed the state of Tennessee website portal for the distribution of statewide vaccine information and education.
- Created documents, website and videos for QsourceKids, a collaborative effort with the magazine JabberBlabber to educate kindergarten-3rd grade students about COVID-19.
- Provided reports with relevant data and analytics to show campaign success.

#### Website Design and Development

- Developed and maintained the corporate [Qsource.org](https://qsource.org) website using the HubSpot framework, ensuring seamless functionality and user experience.
- Created multiple corporate subsites tailored to federal and state contracts, such as [esrd.qsource.org](https://esrd.qsource.org), [ltc.qsource.org](https://ltc.qsource.org), and [qio.qsource.org](https://qio.qsource.org), utilizing the WordPress CMS for optimal content management.
- Designed, coded, and launched ResourceHub.Exchange, a public-facing document storage system for Qsource's on-demand downloadable content, enhancing content distribution across all website platforms.
- Developed and managed multiple sites, including [atomalliance.org](https://atomalliance.org) (a 5-state QIO contract website), [indiabetestest.org](https://indiabetestest.org) (Indiana diabetes information), and [beopioidaware.org](https://beopioidaware.org) (Opioid awareness), contributing to public health initiatives.
- Built and established the [TNHeartHealth.org](https://TNHeartHealth.org) website for the University of Tennessee, including the creation of brand standards, logos, and visual identity, solidifying the university's online presence.
- Enhanced website functionality through custom PHP and CSS coding, and by selecting and integrating dedicated plugins, ensuring a robust and dynamic user experience.
- Managed and maintained the backend Linux website server, performing regular updates, malware/virus scans, and server management to ensure optimal security and performance.
- Delivered comprehensive website analytics and reporting using tools such as MOZ, Semrush, Screaming Frog SEO Spider, and Wordtracker, providing valuable insights for continuous improvement.

#### Video Production

- Produced over 200 videos for internal and external purposes, including marketing, training, education, television, and advertising projects, overseeing the entire process from concept to distribution.

- Managed projects by organizing production teams, establishing budgets, outlining schedules, and acquiring necessary equipment to ensure smooth and efficient operations.
- Oversaw a YouTube video library with over 600 videos, maintaining organization and accessibility for users.
- Developed Adobe Premiere and After Effects templates to ensure consistency with corporate standards and streamline the video production process.
- Created engaging motion graphics to enhance visual appeal and effectively convey complex concepts through dynamic visuals.
- Introduced live-streaming technology for events and conferences using OBS Studio with StreamDeck triggers, improving live broadcast quality with seamless transitions and overlay visuals.
- Edited live webinar recordings in post-production to prepare them for release, ensuring high-quality final products.
- Planned, developed, wrote, and produced multiple educational programs for the learning management system, contributing to comprehensive training and development initiatives.
- A video and motion graphics demo reel is available upon request.

#### Audio production

- Planned, produced, recorded, and edited over 100 podcasts for internal and external audiences, delivering high-quality audio content.
- Managed podcast distribution via Podbean, ensuring availability across all major podcast platforms.
- Advised the team on audio production techniques and standards, ensuring consistent and professional-quality sound across all projects.
- Performed audio clean-up and optimization for webinars and remote recordings, maintaining volume and quality consistency.
- Recorded professional voice-overs using a home recording studio for various video and audio projects, enhancing the overall production quality.
- Created audio guidelines for external guests and participants.

#### Technical Solutions Research and Emerging Technology

- Proposed innovative technology solutions to address emerging needs, fostering creative problem-solving and maintaining a competitive edge.
- Researched, proposed, and implemented an interactive AI-based software presentation platform to replace traditional PowerPoints, and an interactive learning management system for both internal and external users.
- Advised contract team on the development of the Qsource mobile application, providing expertise in UI/UX design, prototyping, and guidance to the external development team.
- Designed and developed interactive media for digital kiosks using Intuiface, enhancing user engagement and experience.
- Proposed cutting-edge solutions for developing augmented reality (AR) and virtual reality (VR) educational systems.
- Researched an AI-trained model using Anthropic to build a knowledge base leveraging the existing resource library, improving information accessibility and utilization.
- Implemented NFC chip technology for real-time contact sharing, streamlining sales team interactions and networking efficiency.

## **Entercom Radio - Memphis, TN**

Web Developer | Art Director (09/2008 – 11/2011)

- Managed websites using the Vortal3 CMS from IntertechMedia for 6 Memphis radio stations including [wrvr.com](http://wrvr.com), [fm100memphis.com](http://fm100memphis.com), 941kqk.com and [929espn.com](http://929espn.com).
- Integrated websites with Brightcove, WordPress, Drupal, jQuery, and other third-party platforms to create rich-media and interactive content.
- Completely rebuilt three station websites to incorporate emerging technologies, social media trends, mobile development, and real-time broadcasting capabilities.
- Actively coded within the existing CMS using HTML, HTML5, CSS, PHP, and JavaScript to enhance website functionality.
- Ensured cross-browser compatibility and adherence to internet web standards for all websites and content.
- Constructed micro-sites for in-house and client use, including band/artist takeovers and high-value contests, enhancing user engagement and experience.
- Maintained member databases for listener clubs and direct email lists using Tribal Direct 2.0 and Triton Loyalty, improving audience reach and interaction.
- Developed and implemented SEO guidelines and tools, significantly increasing website discoverability and traffic.
- Served as Art Director, overseeing visual identity, UI/UX design, typography, launch strategies, and brand development to maintain a positive public and online presence.
- Utilized Adobe Creative Suite daily, with a focus on Photoshop, Premiere, Illustrator, InDesign, and After Effects, to create static and dynamic graphic designs for internet, print, billboards, and other media.
- Scheduled client ads, interacted with ad agencies, provided strategic analysis, and set realistic impression goals for advertising campaigns.
- Produced, edited, digitized, and distributed daily morning videos, special projects, and station commercials, including Underground Memphis, Wet Nose Wednesday, and Listener Lunch.
- Led the development of radio station mobile applications, focusing on UI/UX components, constructing wireframes, and advising external developers through production.
- Trained staff on daily website usage, including blogging, simple maintenance, account access, and email usage, ensuring efficient operation and content management.
- Conducted reporting and analytics on websites, mailing lists, external campaigns, and advertising, providing insights for continuous improvement.
- Fostered constant team communication to ensure all content met corporate approval and maintained quality standards.

## **Clear Channel Communications | Newport Television - Memphis, TN**

Broadcast Graphic Design for ABC24 | CW30 (03/2006 – 06/2008)

- Designed daily, unique graphics for Eyewitness News consisting of full-screen visuals, over-the-shoulders, chroma keys and lower thirds as requested by producers.
- Produced motion graphics and animations for pre-edited news broadcasts.
- Edited and prepared digital video and maps for live broadcast.

## **Statica Mediaworks – Denver, CO**

Owner | Graphic, Motion and Web Design (01/2002 – 03/2006)

- Provided graphic design for print, multimedia, motion graphics and video editing.
- Developed visual strategies for various industries, including production of video, product packaging, advertising, commercials and trade shows.

## **Emmis Communications - Denver, CO**

Board Operator and On-Air Radio Talent (05/2000 – 01/2002)

- Maintained overnight operations for two radio stations, KXPK and KALC.

## **Executive Flight – Denver, CO**

Production Artist (10/1995 – 06/2000)

- Provided client-centered graphic design for advertising, POP, trade shows and promotions.
- Restored photographic images for long-term archiving.
- Used several large format printers to produce banners, posters and promotional materials.

### **Active Certifications:**

MIT Management: Artificial Intelligence,  
Implications for Business Strategy  
Six Sigma Green Belt  
Adobe Photoshop Certified Professional  
Adobe InDesign Certified Professional  
Adobe Premiere Certified Professional  
Hubspot Digital Marketing  
Hubspot Content Marketing  
Hubspot SEO  
Hubspot Social Media Marketing  
Hubspot Social Media Marketing II  
Hubspot Email Marketing

### **Personal Endeavors:**

Developing interactive and immersive art for galleries and museums using TouchDesigner and Notch.  
Recognized font designer with over 80 fonts in release.  
Accomplished Twitch affiliate streamer.  
Successful visual artist showing in galleries nationwide and appearing in dozens of magazines and publications.

*References available upon request.*