Keith Portman

Developer. Designer. Systems thinker.

Littleton, Colorado
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keithportman.com | LinkedIn profile
Remote & Denver metro hybrid
Full-time, part-time & contract

PROFILE

Developer and designer combining hands-on web development, UI/UX, automation, and business ownership experience. Builds intuitive interfaces and connected workflows that help employees and customers save time and avoid frustration. Strong foundations in WordPress, PHP, CSS, hosting, and domain management, with practical experience applying AI and large language models to development and integrations.

CORE CAPABILITIES

WordPress / PHP / CSS / UI/UX / Workflow automation / SaaS & API integrations / AI & LLM integrations / Web hosting / Domain management / Graphic & packaging design / Team leadership

PROFESSIONAL EXPERIENCE

Freelance client work through Dyzyne continued between and alongside other roles.

Web Development & Graphic Design

Dyzyne LLC - Freelance & consulting | Jul 2003 - Present

- Provide freelance web development, graphic design, UI/UX, automation, and ongoing website support. Client work continued between company roles, including 2007-2008 and 2012-2016.
- Support more than 30 clients over time through website development, maintenance, and ongoing management, building long-term relationships through responsive communication.
- Apply AI, LLMs, and agents to development and workflow improvements, alongside graphic design, packaging, and photo/video production as needed.

Web Developer

Jackson Hole Outdoor Leadership Institute | Jun 2016 - Present

- Lead website development and digital operations, with ongoing responsibility for hosting and domain management.
- Develop an integrated course-management platform spanning registration, payments, communications, waivers, certification, and follow-up.
- Design intuitive student and administrator workflows and build automations for outreach, planning, and course preparation to reduce daily administrative work.

Full Stack Developer

Kind Home Solutions | Dec 2017 - Dec 2025

- Managed domains and hosting throughout an eight-year tenure and contributed development work across four websites.
- Led SaaS integrations, automation, and custom CRM development with a focus on intuitive UI/UX and technology-stack consolidation.
- Applied LLMs and automation to streamline operations and reduce dependence on third-party services.

Vice President & Co-Owner

Dialed In Gummies | Feb 2020 - Apr 2024

- Served as the sole graphic designer and web developer during the first year, independently creating the website, product labels, and marketing collateral.
- Built and led an eight-person marketing and design team, combining brand strategy, design, and technology to support the company's growth.
- Led full-stack development, UI/UX, workflow automation, and custom LLM integrations; built digital infrastructure and marketing capabilities to support expansion.
- Helped scale the business to more than 70 employees, with products available in over 550 Colorado stores by 2023, when the company was acquired by Sun Theory.

Graphic Designer & Web Developer

Memory Suppliers / iPromo | Sep 2008 - Jul 2012

- Led graphic design supporting custom product mockups for thousands of clients each month; developed Google Ads landing pages with the marketing team.
- Trained more than 25 salespeople and order processors in Photoshop and Illustrator, maintained company websites, and produced product photography, videos, and marketing collateral.

Creative Director - Graphics, Web & Marketing

CustomUSB | Jan 2005 - Jun 2007

- Founded the creative services department and led a design team across Northbrook and Taiwan, overseeing brand identity, web development, and product marketing.
- Created visual identities and websites for five departments; directed product-line development and produced trade-show exhibits, packaging, photography, and marketing materials.

EDUCATION

University of Illinois Urbana-Champaign

Bachelor's, Sports Management and Marketing