Josh Krupp

Senior Graphic Designer | Identity & Visual Systems | Building National-Scale Brands

Aliso Viejo, CA 92656 | Willing to relocate | 818-515-0739 | joshmkrupp@gmail.com | LinkedIn | Portfolio

PROFESSIONAL SUMMARY

Creative Senior Graphic Designer and Project Manager with extensive experience developing impactful, multimedia visual communications and brand systems. Proven success transforming complex concepts into engaging visuals for print, digital, animation, and video, driving growth, and employee engagement. Adept at translating data and narratives into clear, unified assets for diverse audiences and business initiatives. Experienced collaborator, partnering across creative, marketing, product, and communications teams to deliver exceptional design solutions that support business objectives. Skilled in current design trends, AI-assisted workflows, and championing brand advocacy.

PROFESSIONAL SKILLS

Branding & Identity | Project Management | Team Leadership |Branding Development | Print and Digital Design | Motion Graphics | UI/UX | Presentation Design | Storytelling | Leadership and Team Management | Conceptual Design Thinking | Social Media Content Creation | Adaptability | Typography & Color Theory | Editorial & Magazine Layout | InDesign | Photoshop | Illustrator | After Effects | Figma | Canva | Firefly | ChatGPT | Claude | Asana |PowerPoint

PROFESSIONAL EXPERIENCE

Sr. Graphic Designer-Contract

CalOptima Health | Orange County, CA Jan 2026 – July 2026

- Refreshed and standardized legacy print materials across active campaigns, ensuring brand consistency at a health plan serving 1M+ Orange County members.
- Designed animated display ads deployed across Walmart and Western Union and local business locations countywide, expanding CalOptima's community outreach reach in key ZIP codes.
- Bridged print and digital channels by adapting existing brand assets into new formats, reducing production turnaround by 2 weeks for the marketing team.

Sr. Graphic Designer and Project Manager

September 2013 – June 2025

Farmers Insurance | Los Angeles, CA

Oversaw complete design execution for multi-channel marketing campaigns, product launches, internal communications, and recruitment, directly supporting lead generation, customer acquisition, and premium growth.

- Re-branded all Corporate Direct Mail, resulting in a 2% increase in conversion rates.
- Led the re-branding effort following the MetLife acquisition of all Direct Mail and worked with designers on digital assets, completed re-branding 30 days early, saving millions of dollars.
- Created all agent recruitment materials, including one-sheets, social media ads, digital brochures, and pocket folders; contributed to the onboarding of over 400 capitalized agents in one year.
- Worked together with Distribution teams to create branded event materials and a yearly 50+ page souvenir book for international events, driving stronger engagement with an increase of 3.8% in premium growth.
- Built fundraising guides, event flyer's, posters, ads, and annual t-shirts for March of Dimes campaigns, earning Best Design two years in a row and helping raise over $4M annually.
- Oversaw the design of the Business Insurance collateral increasing premium by over 5%.
- Developed and launched an employee benefits app, achieving 7,000+ downloads.

EDUCATION

Rochester Institute of Technology

Bachelor of Arts (BA), Photography

CERTIFICATIONS

Social Media Marketing Foundations

Marketing Foundations: Integrated Marketing Strategies

Communicate with Emotional Intelligence

Market Research Foundations