



MICHAEL KROPTAVICH

Graphic Designer & Illustrator

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mikekrop.com

570.407.6203

Scranton, PA

EDUCATION

BFA Advertising & Graphic Design

Columbus College of Art & Design
2011 – 2014

SKILLS

UI/UX Design

Digital and Web Design

Packaging Design

Branding & Identity

Social Media Content

Typography

Illustration

Motion Graphics

RECOGNITION

Vega Digital Awards

Muse Creative Awards

Hermes Creative Awards

AVA Digital Awards

EXPERIENCE

Graphic Designer | June 2023 – present

Zelis • Morristown, NJ (Remote)

- Introducing illustration to the corporate visual language by creating, building, and maintaining a library of branded illustrations (and occasionally directing freelance illustrators)
- Crafting engaging brand and visual identities for a number of healthcare conferences and corporate events, including environmental design, signage, digital assets, and merchandise (shirts, socks, dog bandanas, infant onesies, and even cornhole boards)
- Expanding motion design capabilities using Photoshop Timeline and introducing After Effects to internal workflows with a focus on Zelis' LinkedIn account
- Setting goals to improve internal processes with the help of creative leadership

Senior Digital Designer July 2019 – Feb 2023

WebMechanix • Columbia, MD (Remote)

- Produced award-winning creative (over 40 total awards) for clients local and national alongside a team of visual designers, UX designers, motion designers, and copywriters
- Collaborated with development in the production of email designs, landing pages, and website re-designs in Figma
- Created the visual identity for the agency's first and only branding client (I wish I could tell you who it was)
- Developed a more refined skillset including: web design, digital ad creation, video editing, and motion design, and consistently delivered exceptional results for clients and internal stakeholders alike
- Fully immersed in understanding the underlying pain points of client audiences and connecting them to client solutions

Lead Signmaker | Sept 2016 – July 2019

Northeast Eagle Distributors • Pittston, PA

- Designed and printed signage and display graphics for sales in accordance with Anheuser-Busch guidelines in order to raise awareness for it's portfolio of brands
- Performed maintenance on both large and small format printers, and managed a departmental budget for supplies and repairs