

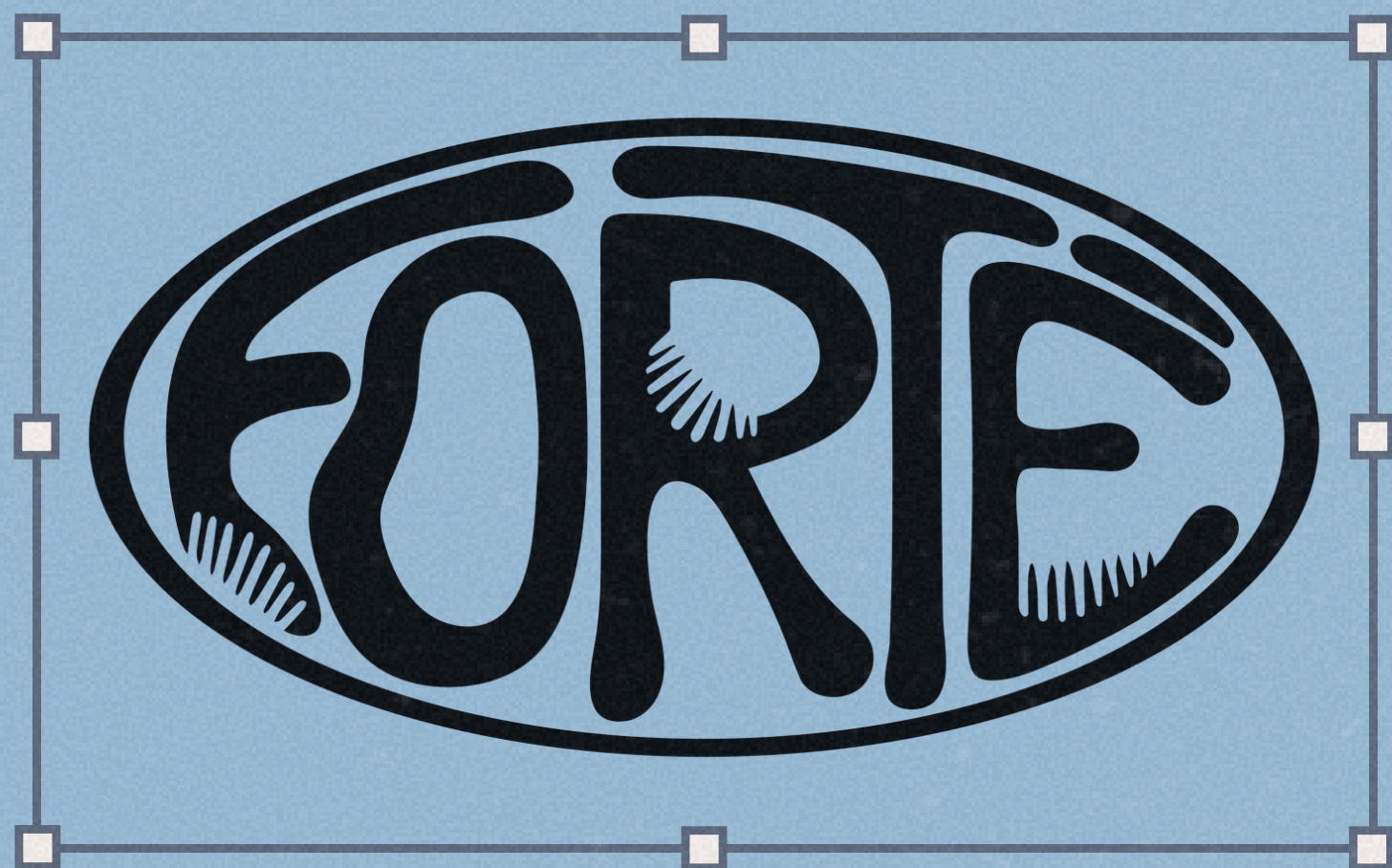
MORGAN ANDERSON

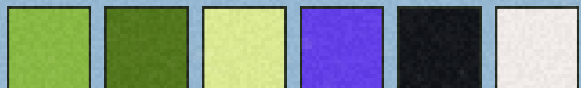
2026

VIRTUALSILK.NET

GRAPHIC DESIGN — *portfolio* NER

I'm Morgan, an Atlanta-based graphic designer crafting current, bold and intentional visuals with purpose. I specialize in brand identity, UI/UX, digital and print design that feels seamless, bright, and human. Every pixel has a purpose — where visual integrity always takes priority.



FORTÉ 

The Forté logo is built with curved, fluid lines that nod to the comb, the most widely known tool in hair. It moves with purpose, symbolizing transformation, artistry, and intention. Minimal yet bold, its organic shape mirrors the way our hairstylists cut: sharp, original, and with edge.

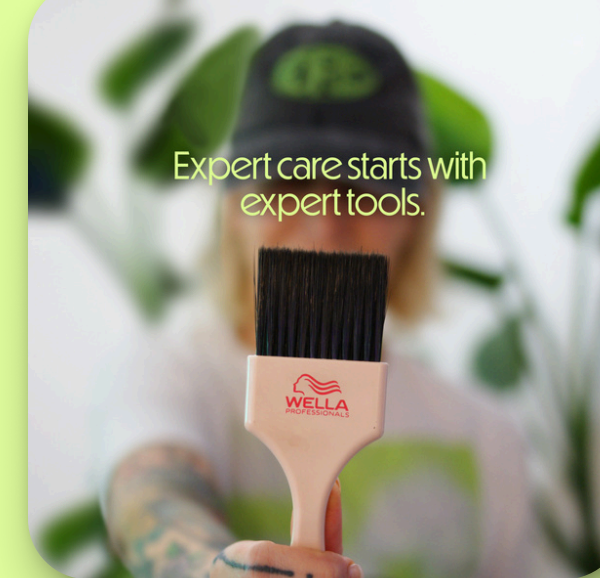
Forté is an all-inclusive hair salon founded in 2021 by my longtime stylist, Emma Nare. The earliest conversations around the brand began while I was sitting in her chair, and I've since had the pleasure of bringing Forté's visual identity fully to life. I continue to work closely with the salon, overseeing web design, creating social media templates, supporting photography and photo editing, and designing branded merchandise including tote bags, stickers, and T-shirts.



YOUR HAIR GOALS

are just one call away

BOOK NOW



Designs for print that encapsulate history

Forté was originally located on Ponce De Leon Avenue — a historic Atlanta strip that has undergone rapid gentrification in recent years. As property values continue to rise, many long-standing small businesses along Ponce have been forced to relocate due to increasing financial pressure and shifting neighborhood dynamics.

This limited-edition T-shirt was created as a tribute to the street's cultural legacy and to the independent businesses still fighting to remain rooted in the community. Worn by those who remember what Ponce once represented, the design honors resilience, local identity, and the spirit of small business ownership in Atlanta.

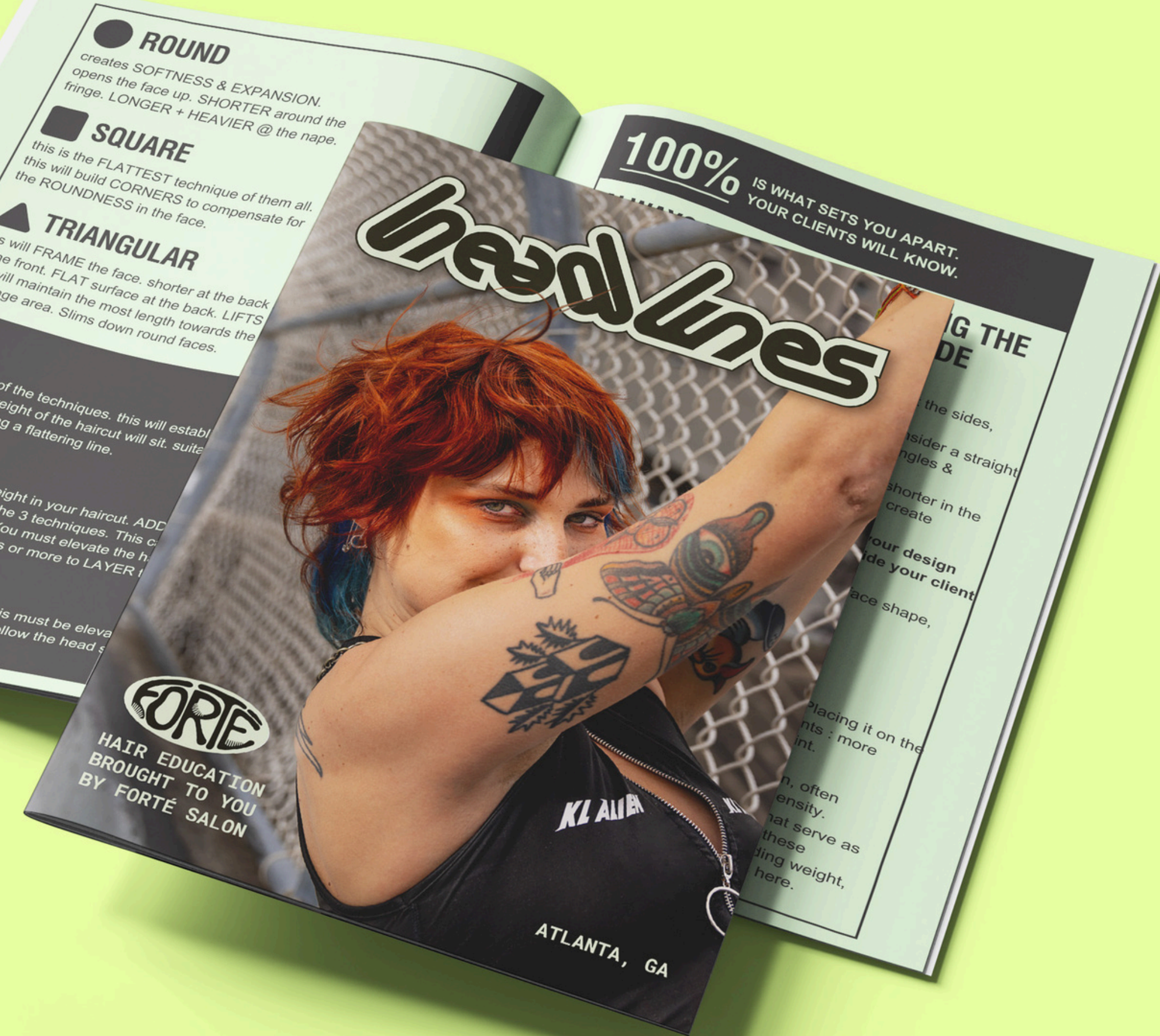
Limited release — 80 printed.
Sold out.



T-shirt design and logo were rough sketched in Procreate and finalized in Adobe® Illustrator®







headlines

Logo creation and book design

As a precision-driven haircutting and education brand, Headlines.edu required a visual identity that reflected its commitment to technical excellence, modernity, and elevated craft. The brand serves as a global platform for umbrellaed hair educators, traveling internationally to deliver advanced training in technique, theory, and—most importantly—the execution of trending, in-demand haircuts.

The logo system was developed to embody clarity, structure, and confidence—mirroring the precision of the cuts themselves and the authority of the educators behind the brand.

To further enrich the learning experience, each class is accompanied by a thoughtfully designed booklet. This branded collateral piece distills the essential knowledge shared during the sessions, transforming key insights into a refined, tactile resource that reinforces both the education and the overall brand experience.

idol courses

IDOL courses sets the standard in the Learning & Development industry as the first authorized vocational school for instructional design and online learning. With a brand that proves learning can still be fun and playful—even when designed for adults—my role as their brand manager and graphic designer was to bring that identity to life across every digital touchpoint. As a fully online program, my work spans the entire platform, from external web design to immersive internal course experiences.

From 2022–2026, I was responsible for:

- **Presentation template design**
- **Advertising and promotional graphics**
- **Print and digital brochure design**
- **Visual design support for student advising**
- **Web design**
- **Convention print materials**
- **Video editing**
- **Internal course building**



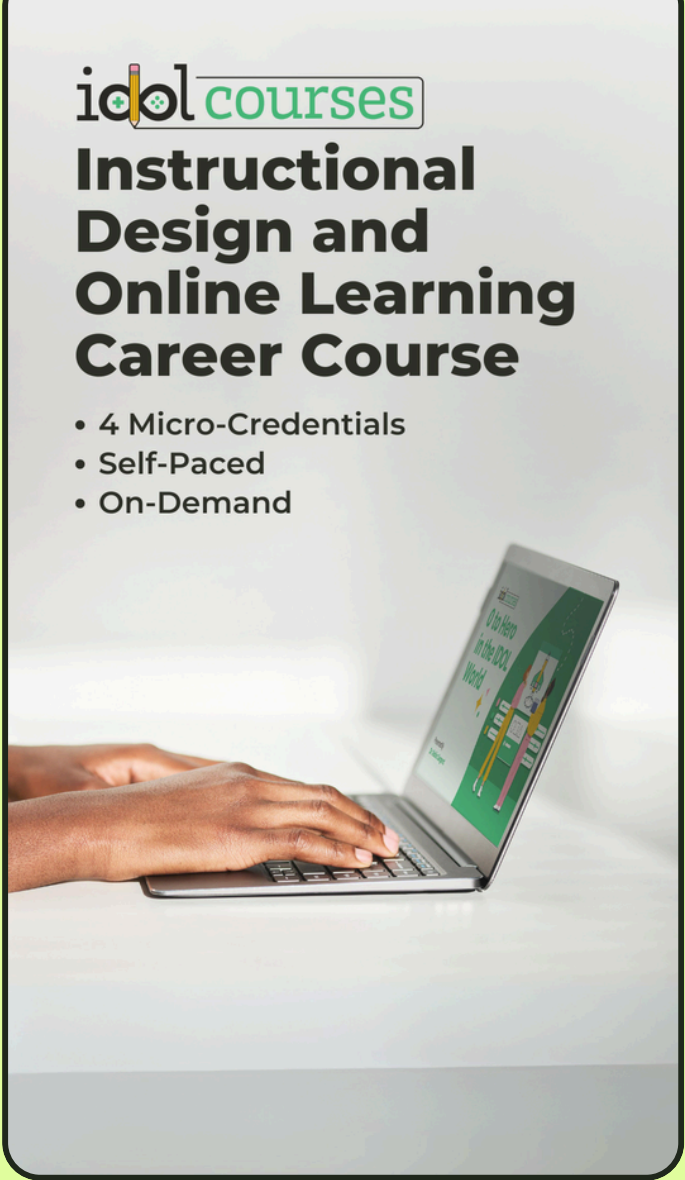
Built hundreds of promotional graphics. From start to finish.



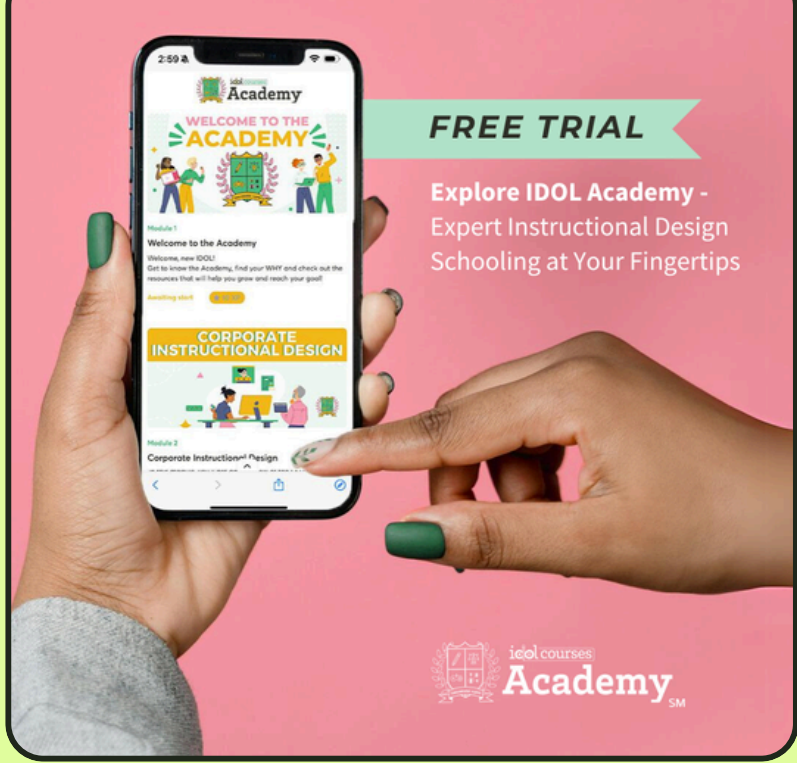
The smartphone screen displays the IDOL courses logo at the top. Below it, the text reads "Unlock Your Instructional Design Career for just \$997". The background of the ad features a woman with curly hair, wearing a blue and white striped shirt, smiling while holding a white mug and looking at a laptop.



The advertisement features the IDOL courses logo at the top. Below it, the text reads "Instructional Design Training on Your Terms." The background shows a woman with brown hair, wearing a blue denim shirt and white headphones, smiling while sitting at a desk with a laptop and a pen.



The advertisement features the IDOL courses logo at the top. Below it, the text reads "Instructional Design and Online Learning Career Course". Underneath, there is a bulleted list: "• 4 Micro-Credentials", "• Self-Paced", and "• On-Demand". The background shows a person's hands typing on a laptop keyboard.



The advertisement features a hand holding a smartphone displaying the IDOL Academy app interface. To the right, the text reads "FREE TRIAL" and "Explore IDOL Academy - Expert Instructional Design Schooling at Your Fingertips". At the bottom right, the IDOL courses Academy logo is displayed.



The advertisement has a green background. The text reads "Shortcut Your ID Job Hunt:" followed by a plus sign. Below this, it says "A **free**, live training for anyone currently looking for work". The date and time are listed as "Tuesday, AUG 19th 12PM EST". Below that, it says "Presented by Dr. Robin Sargent". The IDOL courses logo is at the bottom left. On the right, there is a circular inset image of a woman in a green suit sitting on a couch and using a laptop.



The advertisement has an orange background. It features a shopping cart filled with various IDOL courses products, including "idol courses ON DEMAND", "VYOND MOVIE MAGIC", "idol Canva", and "genially". To the right, the text reads "idol courses BLACK FRIDAY SALE" and "ADD TO CART". At the bottom, it says "USE CODE: BLACKFRIDAY33".





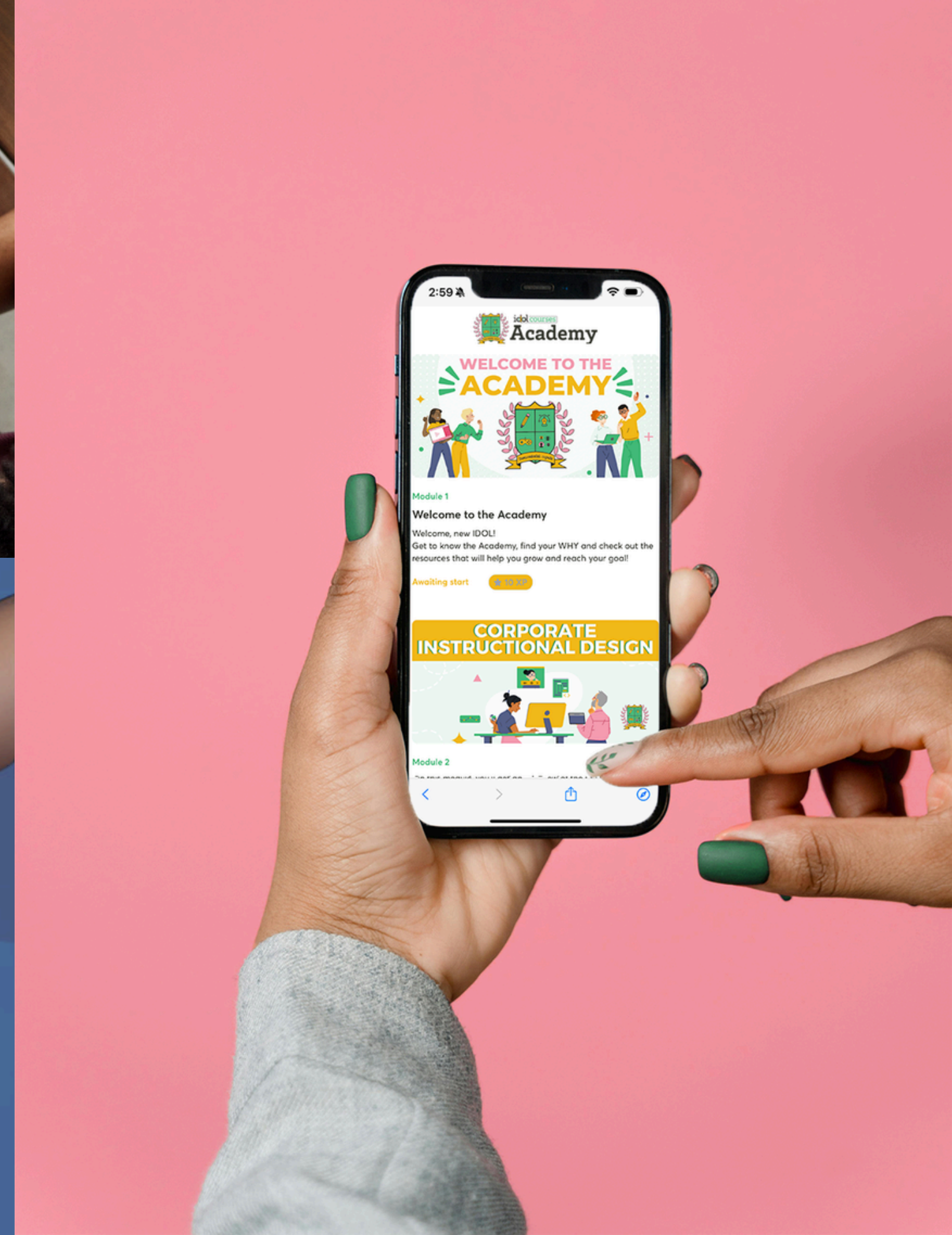
IDOL courses Academy offered far more than other traditional online programs—1:1 mentorship, hands-on software training, a private online community, weekly webinars, and a comprehensive certification with proven job placement success. The challenge was translating all of that value through a screen while respecting the realities of digital attention spans. One of my earliest large-scale projects was the design of a 90-page, in-depth online brochure that clearly communicated the program’s depth, with key selling points strategically placed and visually engaging from the very first page.

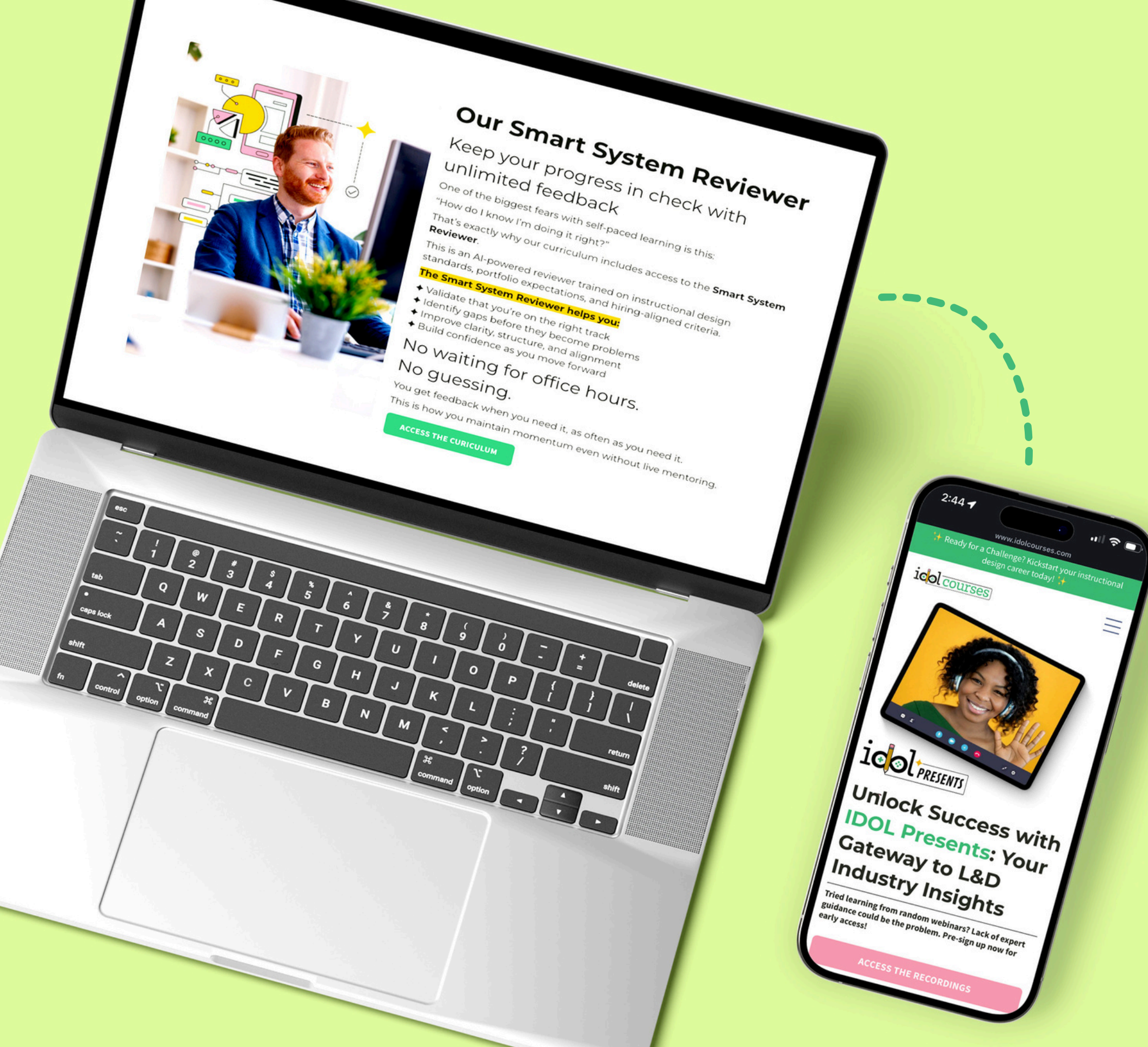
[Access the full brochure here](#)

“Morgan understood brand strategy, audience psychology, and visual hierarchy, and she applied those principles consistently across every touchpoint. And the impact was undeniable.”

-Dr. Robin Sargent, CEO, IDOL courses







High-converting landing pages that attract hundreds of students, leads and webinar attendees

To expand its reach within the instructional design community, IDOL provides high-value webinars and free educational resources that support the next generation of learning and development professionals. These initiatives build trust, establish authority, and generate consistent enrollment growth while increasing visibility among Fortune 500 companies actively recruiting from the program.

During my tenure at IDOL, I maintained full design ownership of the core website and conversion-driven landing pages, shaping the visual and user experience strategy behind these outreach efforts. Through cohesive brand execution and strategic digital design, my work directly supported lead generation, enrollment growth, and elevated brand recognition within the industry.

[Visit IDOL's website](#)



Tasteless Tattoo

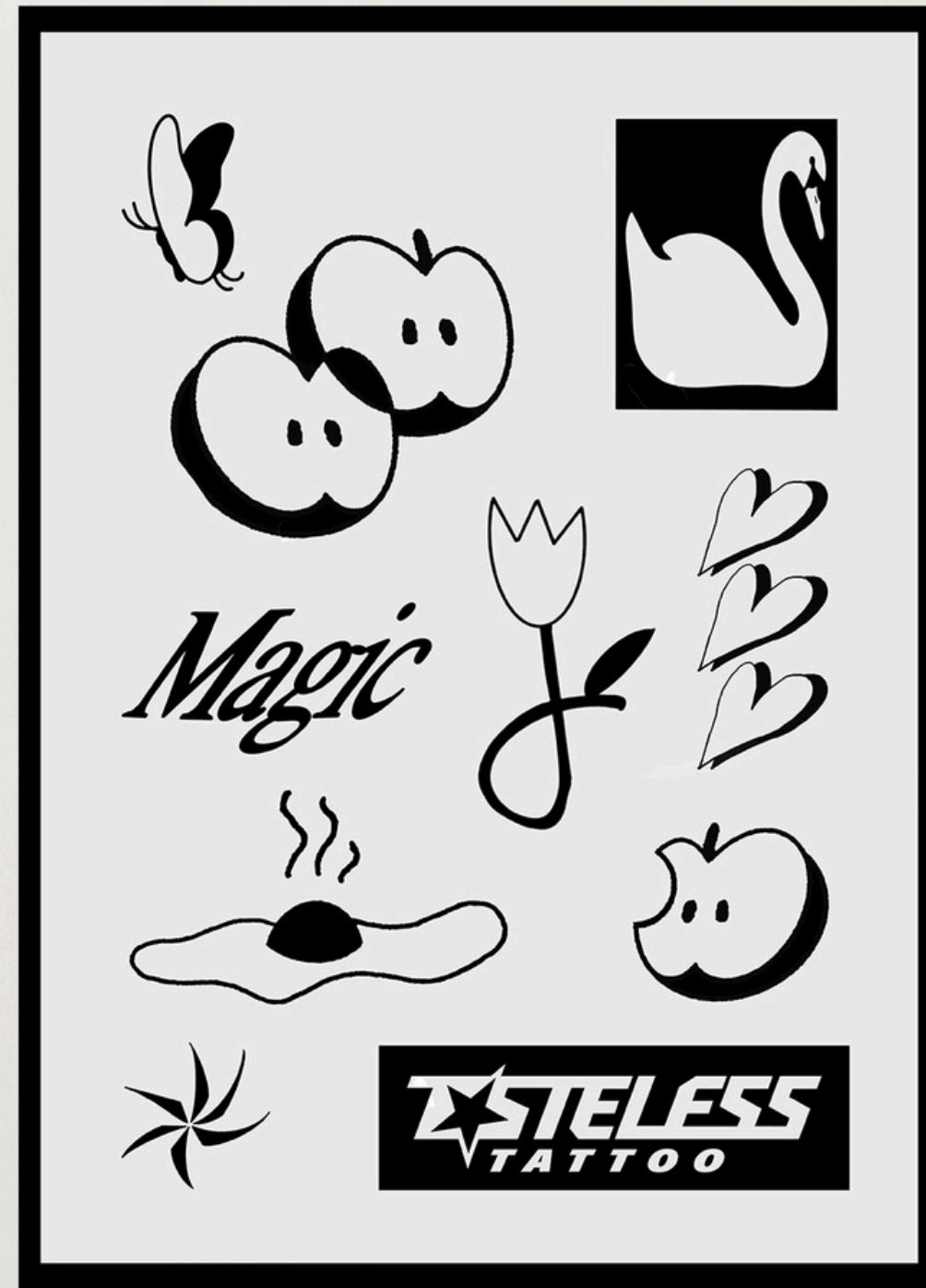
Brand Foundations and Logo Variations

Tasteless Tattoo is a deliberate nod to 90s skate culture, channeling the bold, aggressive typography and badge-style structure that defined that era's most iconic brands. The name itself is provocative and self-aware, positioning the shop as irreverent, anti-establishment, and confidently outside the lines of "good taste." The star slicing through the word mark adds disruption and classic tattoo flash energy. Psychologically, the brand signals confidence, subculture fluency, and a refusal to dilute identity for mass approval. When executed with precision, Tasteless Tattoo reads not as careless—but as controlled rebellion with visual integrity.



3 Logo Variations | 55 Logo files

I want my clients to walk away from their original package feeling fully equipped — like they've been handed every visual tool necessary to implement their brand with confidence and consistency. While Tasteless lives intentionally within a grayscale palette, the system itself is far from limited; there are multiple logo variations, layout compositions, and color inversions that create flexibility without sacrificing cohesion.



*Illustrations belong to Forrest Aguar, owner of Tasteless Tattoo



LOVERS AT THE APOCALYPSE

Title Design, Movie Posters, Typography

Atlanta has a thriving and ever-expanding film industry, and I had the pleasure of creating the first visual impressions for Killan Griffin and Charlotte Geissler's short film, Lovers at the Apocalypse. The project is currently making its way through the festival circuit and is set to screen at the No Budge Festival in Chicago.

LOVERS AT THE APOCALYPSE

Photo Manipulation

Once the title design was locked in, the project shifted heavily into photo editing and manipulation. Every image used across the film's promotional materials was intentionally treated to heighten a sense of chaos and evoke a raw, distinctly Southern American freedom — pushing the visuals beyond documentation and into atmosphere.

ORIGINAL



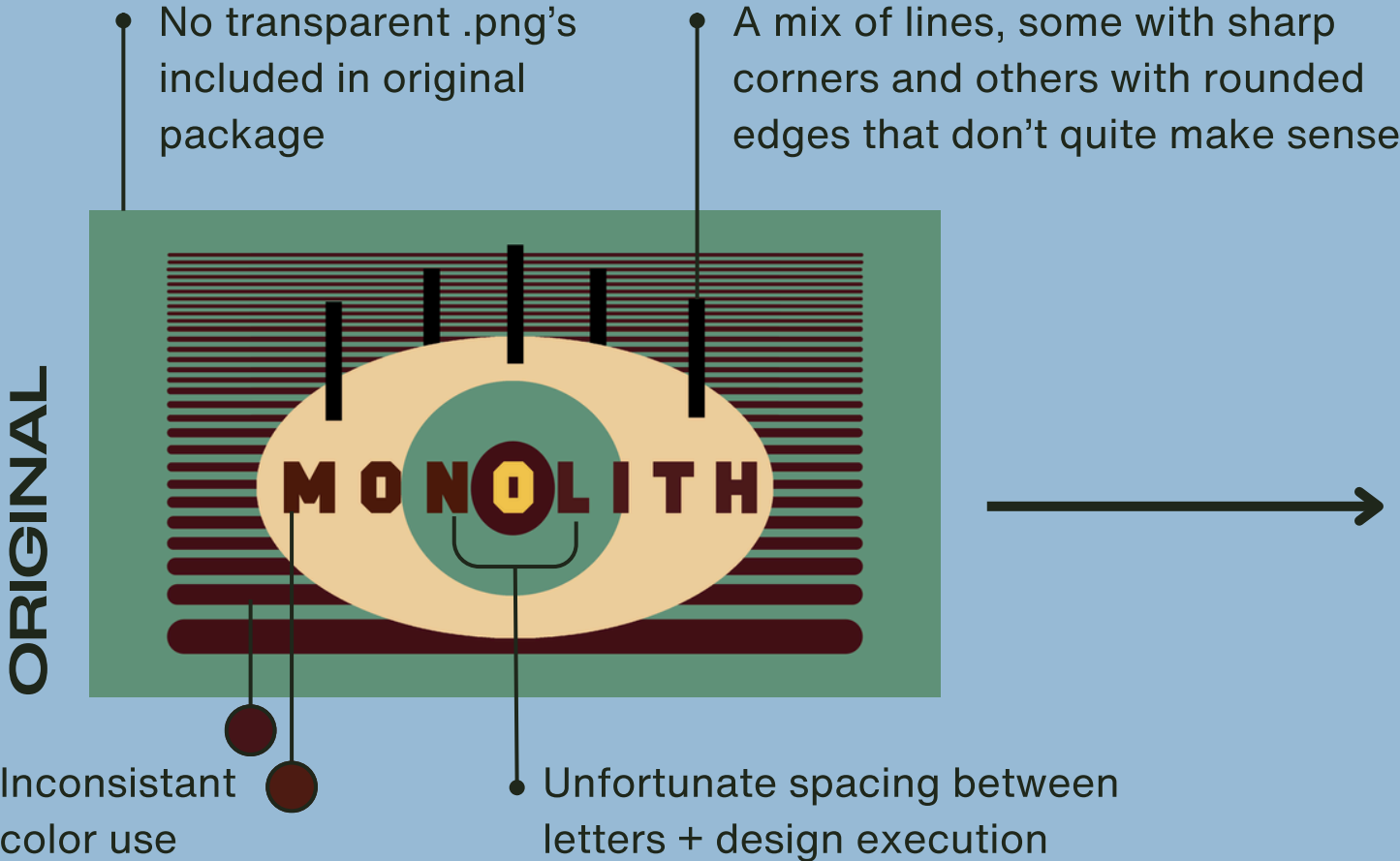
EDITED MOVIE POSTER



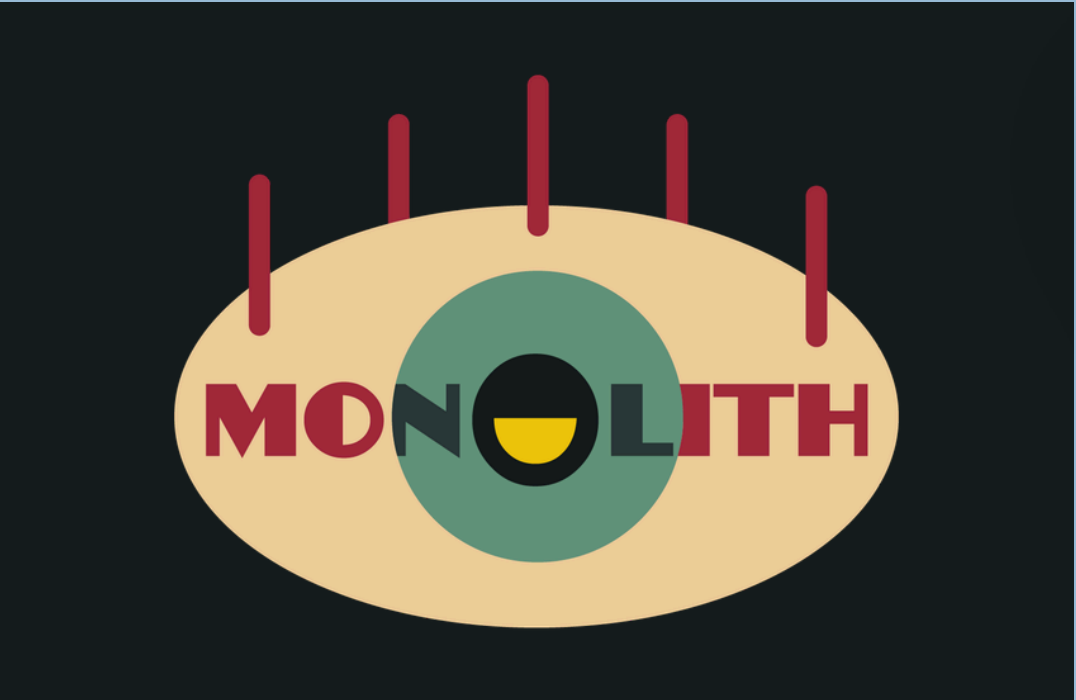
MONOLITH

Monolith is a community-driven private dinner series pairing five courses with five cocktails. When founder Red Grisham came to me, the brand assets he'd received from a friend were limiting: rasterized logos with no vector files and a menu template that required Adobe® Photoshop® to edit.

Red liked the original concept—"Monolith" integrated into an eye—so I used it as a foundation. I rebuilt the logo system with fully functional vector versions and created flexible menu templates that can be easily edited in beginner-friendly platforms like Canva.



MY DESIGN



- Harmonious color palette for stronger visual consistency
- Commercially free typeface, custom-manipulated for a distinctive identity
- Multiple vector logo variations for use across any application
- Cohesive visual system with brutalist and Art Deco influence





Creative Direction,

from first digital impression to night of ambiance.

I continue to partner with the dinner series, designing menus that elevate and reinforce the brand experience. I also serve as visual lead, shaping each event's language — from table settings to atmosphere. Beyond print, my hand's in video editing, product photography, and retouching, keeping Monolith sharp across social.

MORGAN ANDERSON

2026

VIRTUALSILK.NET

THANKS *for looking*

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I appreciate you for taking the time to view my work!

When you're ready to build something impactful, I'm ready to collaborate.

I'm here to give your vision an identity.