

MORGAN ANDERSON

2026

VIRTUALSILK.NET

GRAPHIC DESIGN — *portfolio*

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 — and visual integrity is always the goal.

NER

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.

idol courses
Unlock Your Instructional Design Career
for just \$997

A woman with curly hair is smiling and looking at a laptop screen. There are decorative elements like a plus sign and a dotted line with a star above her.

idol courses
Instructional Design Training on Your Terms.

A woman with brown hair, wearing a blue denim shirt and white headphones, is smiling and looking to the right. She is sitting at a desk with a laptop and some papers.

idol courses
Instructional Design and Online Learning Career Course

- 4 Micro-Credentials
- Self-Paced
- On-Demand

A close-up shot of hands typing on a laptop keyboard. The laptop screen shows a green and white interface with a bar chart.

FREE TRIAL

Explore IDOL Academy - Expert Instructional Design Schooling at Your Fingertips

A hand is holding a smartphone displaying the IDOL Academy app interface. The screen shows a 'WELCOME TO THE ACADEMY' message and a 'CORPORATE INSTRUCTIONAL DESIGN' section.

idol courses Academy

Shortcut Your ID Job Hunt:

A **free**, live training for anyone currently looking for work

Tuesday, AUG 19th
12PM EST

Presented by **Dr. Robin Sargent**

idol courses

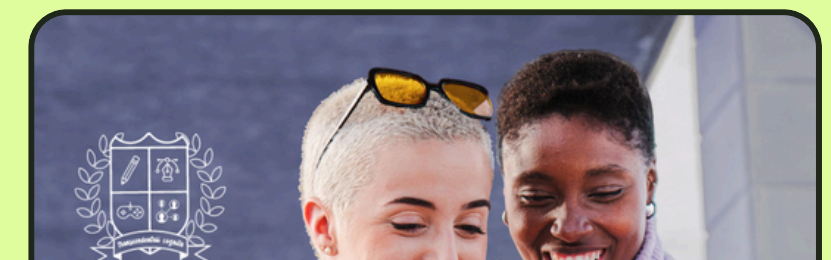
A woman in a green suit is sitting on a chair, working on a laptop. There are decorative elements like a plus sign and a star to the left of her.

idol courses
BLACK FRIDAY SALE

ADD TO CART

USE CODE: BLACKFRIDAY33

A shopping cart is filled with various IDOL courses products, including a smartphone displaying 'idol courses ON DEMAND', 'VYOND MOVIE MAGIC', 'idol Canva', and 'genially'. The background is yellow.





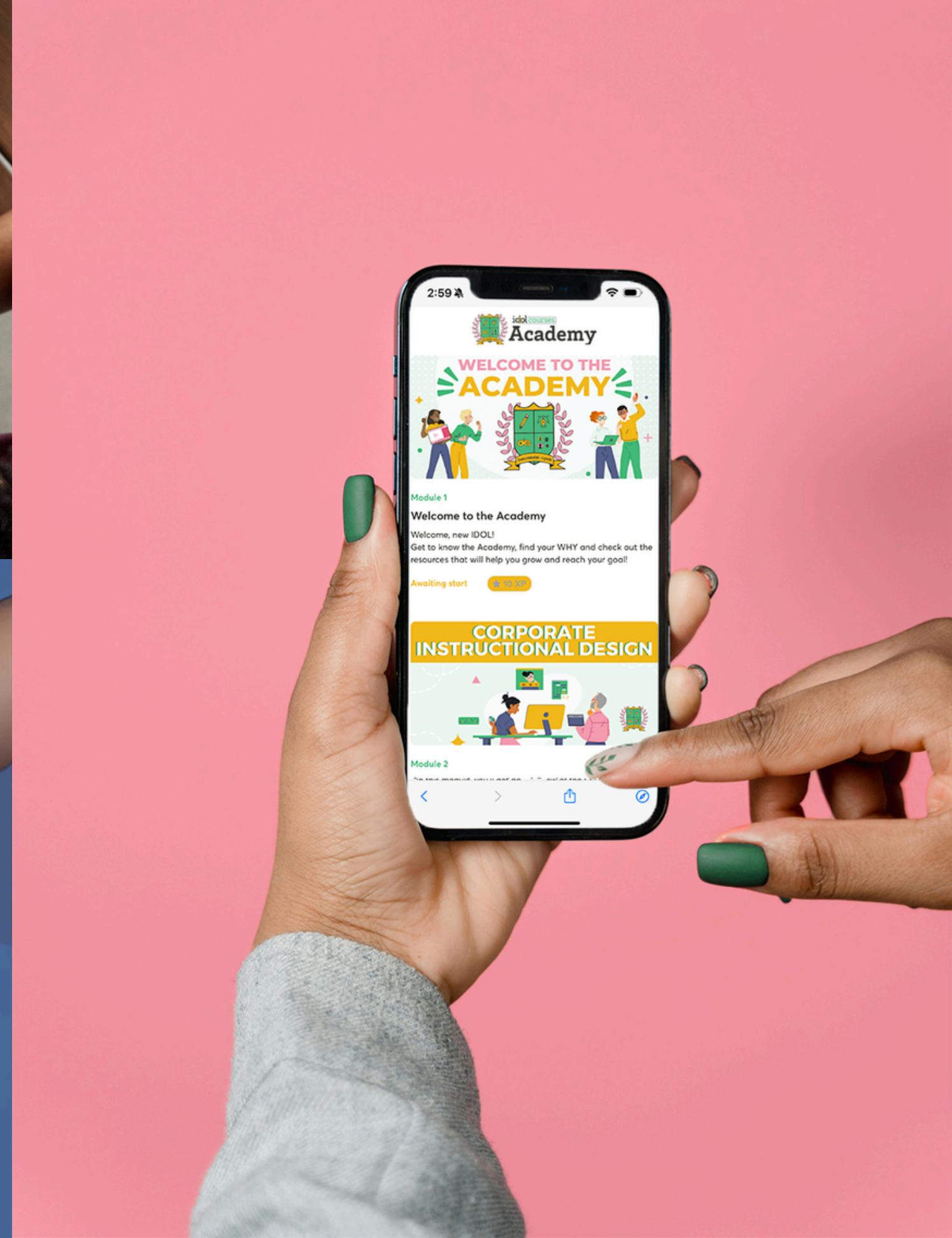
IDOL courses Academy offered far more than other traditional online programs—1:1 mentorship, hands-on software training, a private online community, weekly webinars, and a comprehensive certification with proven job placement success. The challenge was translating all of that value through a screen while 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.

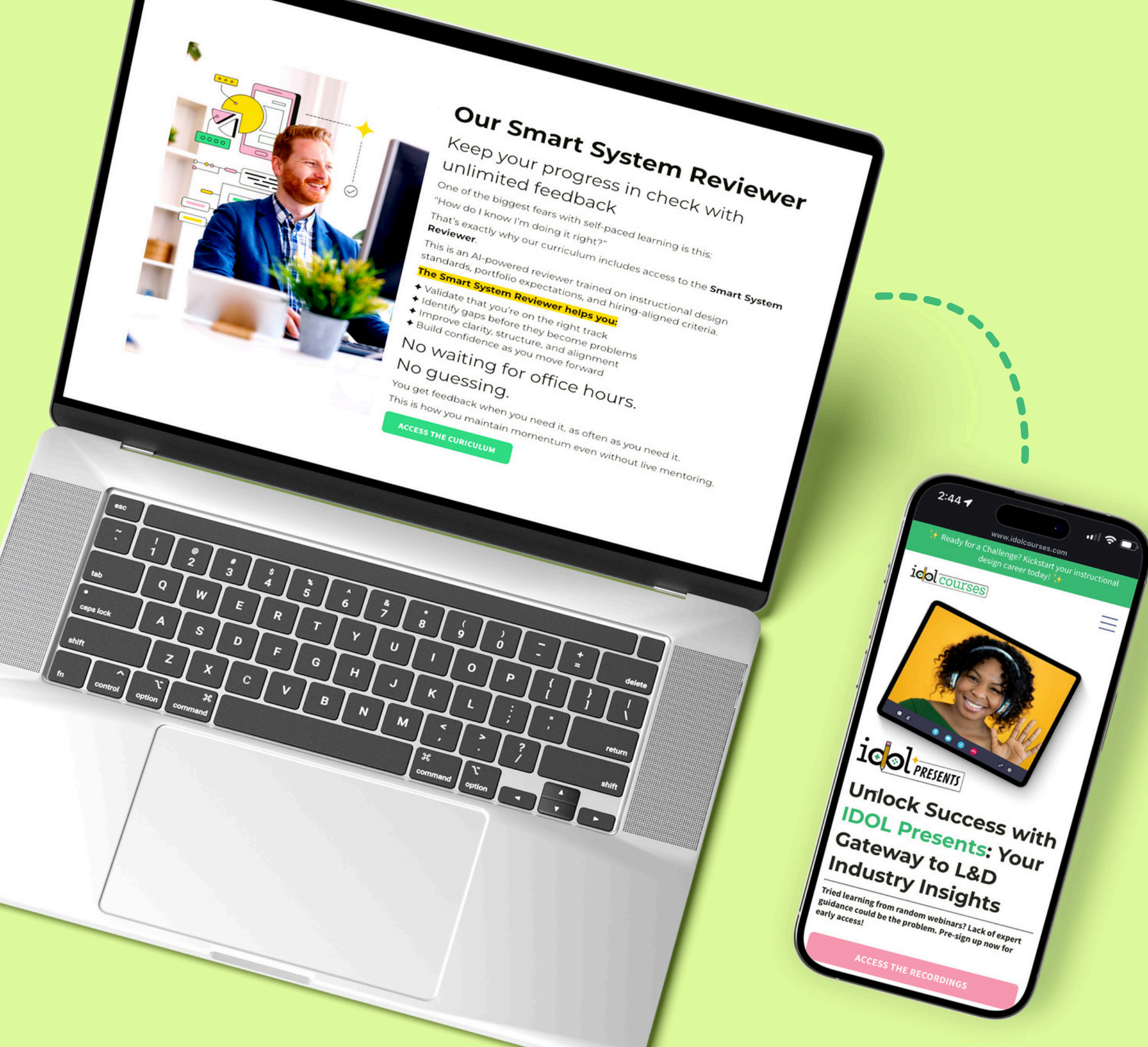
[Access the full brochure here](#)

“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





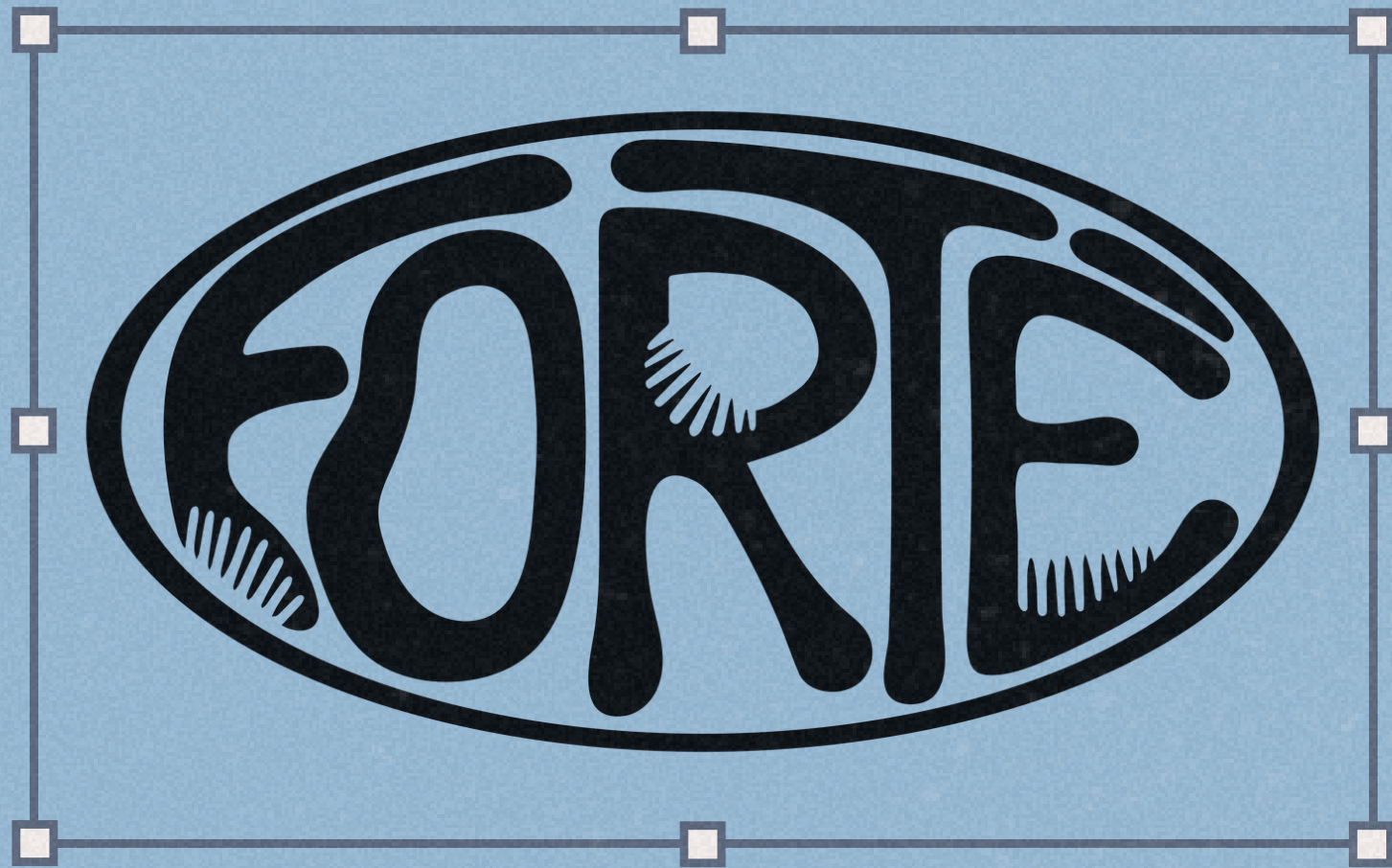


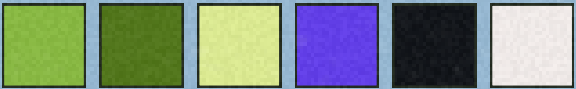
High-converting landing pages that attract hundreds of students, leads and webinar attendees

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](#)



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.



Tasteless Tattoo

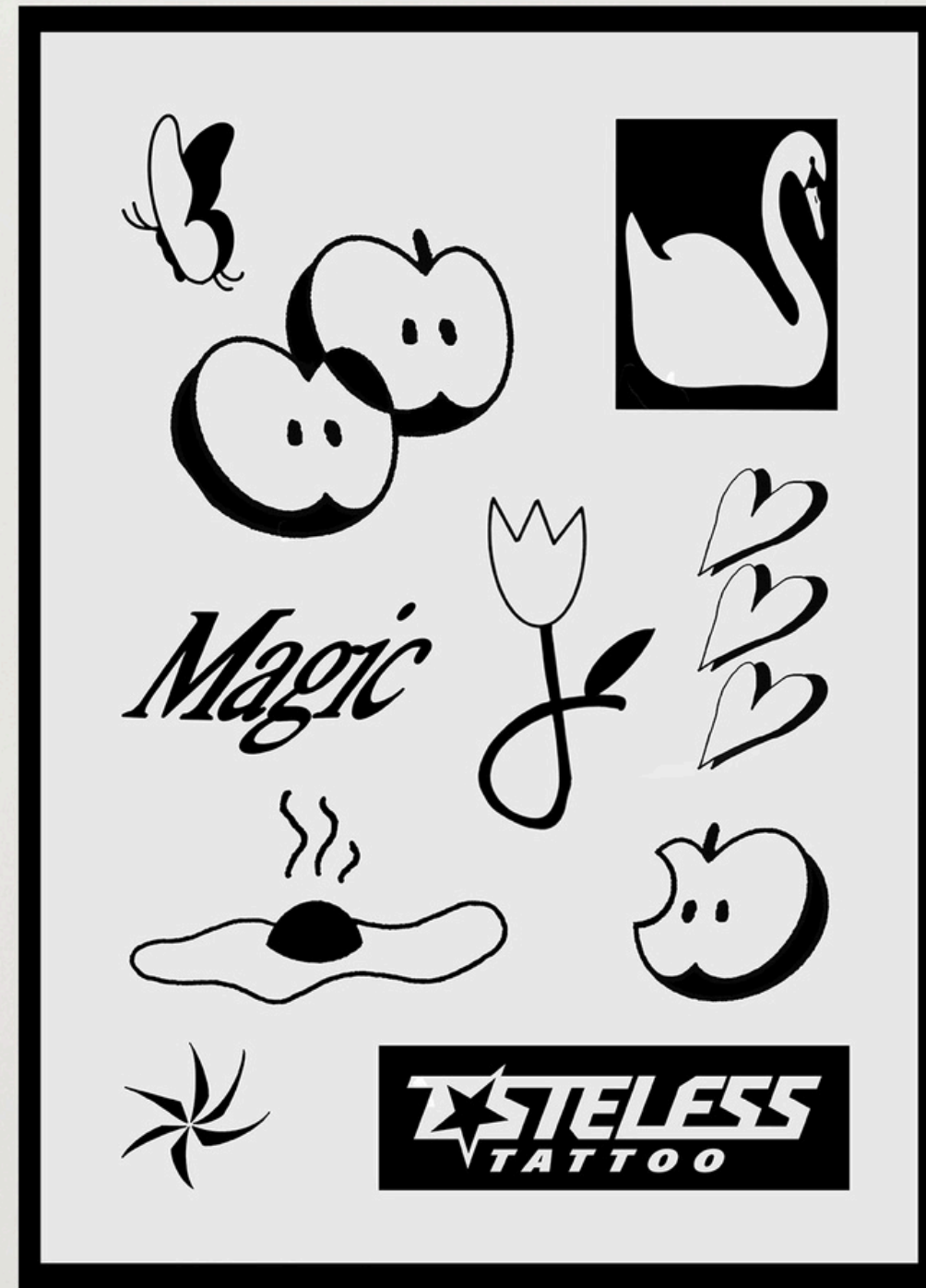
Brand Foundations and Logo Variations

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.

TASTELESS TATTOO

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



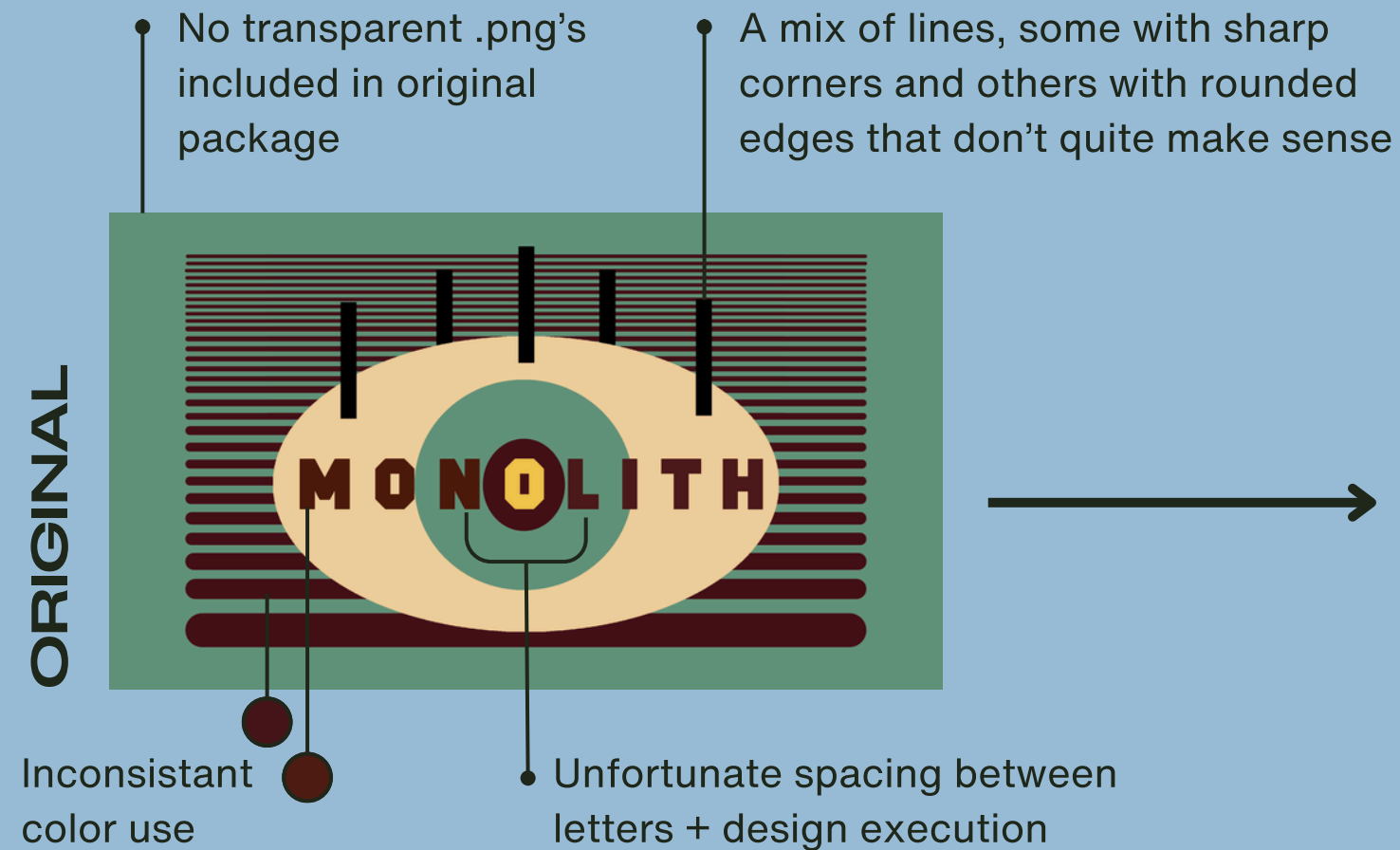
EDITED MOVIE POSTER



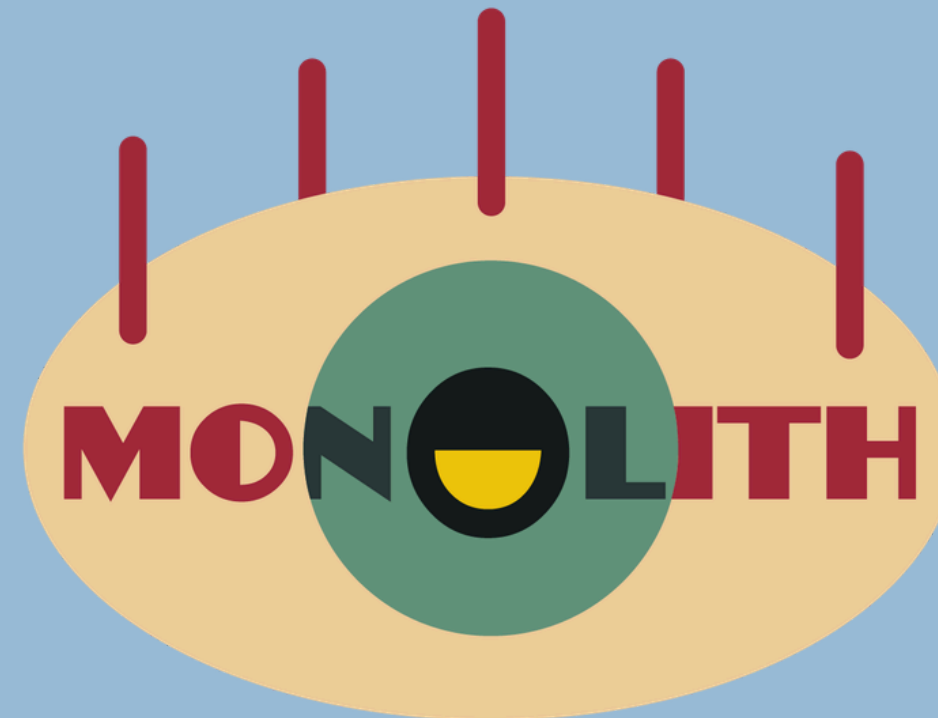
Monolith

Monolith is a community-driven private dinner series pairing five courses with five cocktails. When founder Jared 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.

Jared 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





Menu designs that visually match the caliber of the Monolith experience.

I continue to work closely with the dinner series, designing menus that elevate and reinforce the brand experience. I also serve in a creative direction role, shaping the visual language of each event — from table settings to overall atmosphere. Beyond print, I've contributed to video editing, product photography, and photo retouching to support the Monolith dinner series across social media.

03.02.26

MONOLITH #5

CHRYSANTHEMUM #8
dry vermut, sesame, fino, bitter orange, contratta, absinthe verte

INTO THE WILD
gin, honey, lemon, hazelnut, 2021 christmas brandy, orange flower blossom

ONE TO ONE
swedish junmai sake, monolith "sprite" co2

EMBERAGE
barrel aged cachaça, advieh & raisin cordial, cobrafire eau de vie, amontillado

VERMILLION #4 - CARMINE
Monolith's vermouth; a maceration of herbs, botanicals, and bitter, blended with white wine

MAN'S DEBT
hoagie, japanese mayo, candied fennel, furikake

FOY
tart: plum, goat cheese, anchio, honey, thyme, cured

OF LEAVES
belly, perilla, sake, umami chili

VAN #1
marinated chicken thighs, pickled pearl onion, tahdig, chimichurri

SIDE OF THE MISSISSIPPI
tomato sorbet, salted lemon mousse, basil chantilly, sweet tabasco puddle

COURSE

Monolith is a private dinner series by Andra Tudor and Jared Grisham - built to bring Atlanta's freaks together over bold plates and unapologetic pours. It's a celebration of flavor, identity, and the kind of connection that only happens when people show up as their full selves. So lean back, dig in, and embrace the FREAK you are.



MORGAN ANDERSON

2026

VIRTUALSILK.NET

THANKS

for looking

PHONE :

678-523-7406

EMAIL :

virtual.silkdesigns@gmail.com

Thank you for taking the time to view my work.

If you're ready to create something impactful,
I'm ready to collaborate.

Let's bring your vision to life.