

JRDVNTVYLR

Visual Designer

“You can be whoever you want, even yourself”

-Aubrey Graham

Hello, my name is Jordan Taylor and I'm finishing up my Bachelors of Science degree in Graphic Design at The Art Institute of CA-Silicon Valley. I love branding and marketing projects the most because I believe they're what make the company/project. It's like the story behind their identity. I also do illustrations and digital paintings. I design all my projects to give my audience some type of feeling or have an emotional connection. Thank you for your time.



MERCY

BEYOND BORDERS



Mercy Beyond Borders is a non-profit organization located in Santa Clara, California. Their goal is to help empower and educate the women of Haiti and South Sudan so they could become doctors/nurses. I had the privilege of creating a promotional poster series for Mercy Beyond Borders to send out to future sponsors and for them to post in the schools, hospitals, and businesses in Haiti and South Sudan.



MERCY
BEYOND BORDERS



MERCY
BEYOND BORDERS



Golden Griffin Ale is a made up beer brand that was created for the Adobe Suite Competition. This was a team effort for Advanced Design, but I was in charge of working on the advertisement portion and the logo concept. The idea came from the inspiration of medieval times and old style pubs.

◆ Special thanks to Christina Pastor, Ryan Kerin, & Rico Bizmo

Golden Griffin Logo

Black and White



Color Variation



Old London

ABCDEFGHIJKLMNOPQRSTUVWXYZabc
defghijklmnopqrstuvwxy1234567890-=!@#\$%^&*()

Pennsylvania Ave NW
700



Golden Griffin
est. 2014

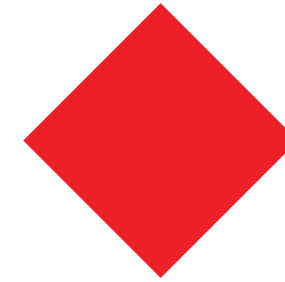
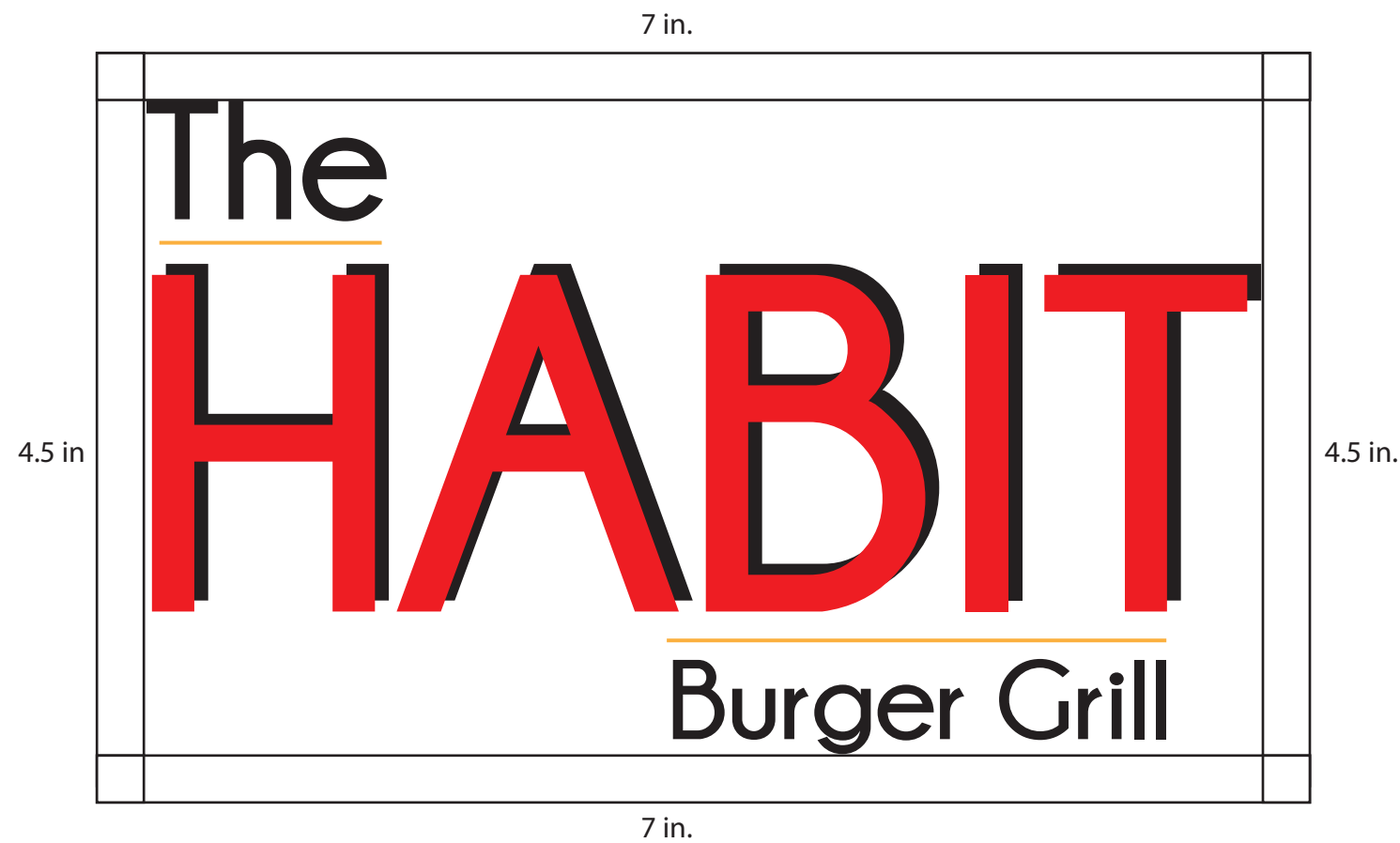




Rebrand

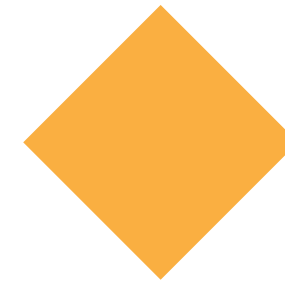
The Habit rebrand was a project from Corporate Communications class. I loved the west coast feel of the company, but I decided to go for a new modern/universal look that would represent all places in case of an expansion across the United States. I also decided to create a mobile app concept for on the go access.

Logo, Color Pallete



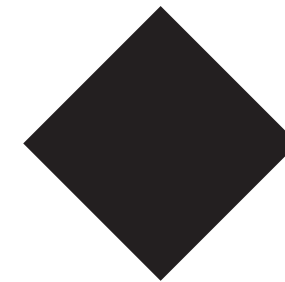
C: 1% R: 235
M: 99% G: 34
Y: 97% B: 39
K: 0%

Used in all advertisements, logos, name badges, business cards, and websites



C: 0% R: 249
M: 35% G: 175
Y: 84% B: 65
K: 0%

Used in all advertisements, logos, name badges, business cards, and websites



C: 0% R: 35
M: 0% G: 31
Y: 0% B: 32
K: 100%

Used in all advertisements, logos, write ups, paragraph text, and websites



The
HABIT
Burger Grill

Menu

Locations

About Us

News

The Truck

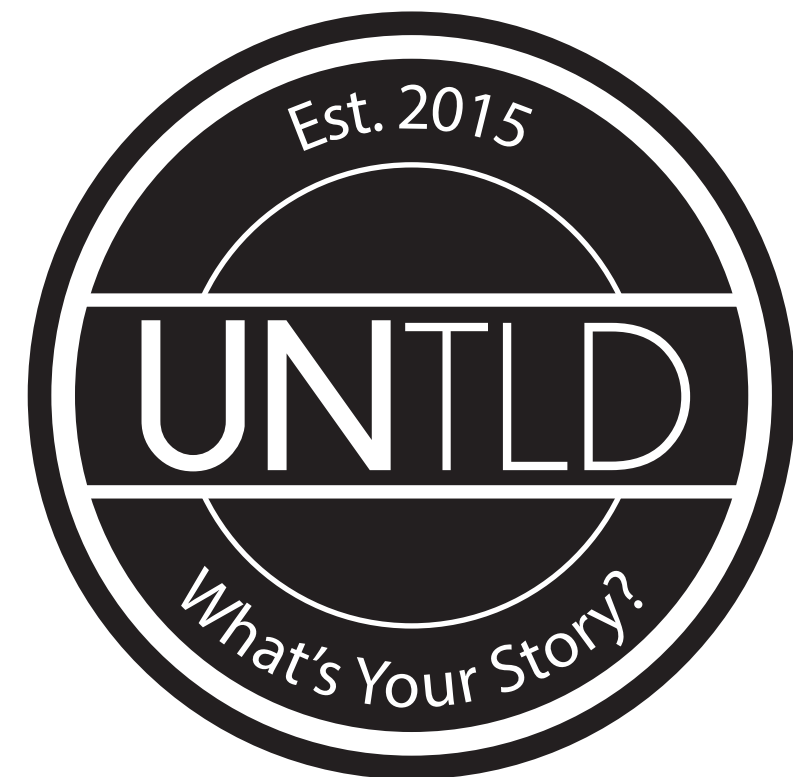
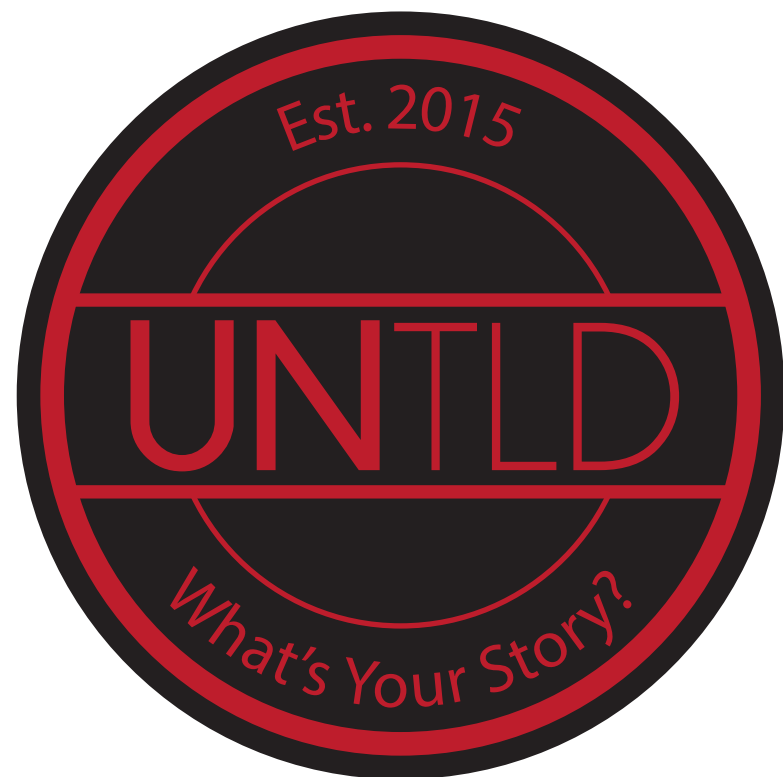
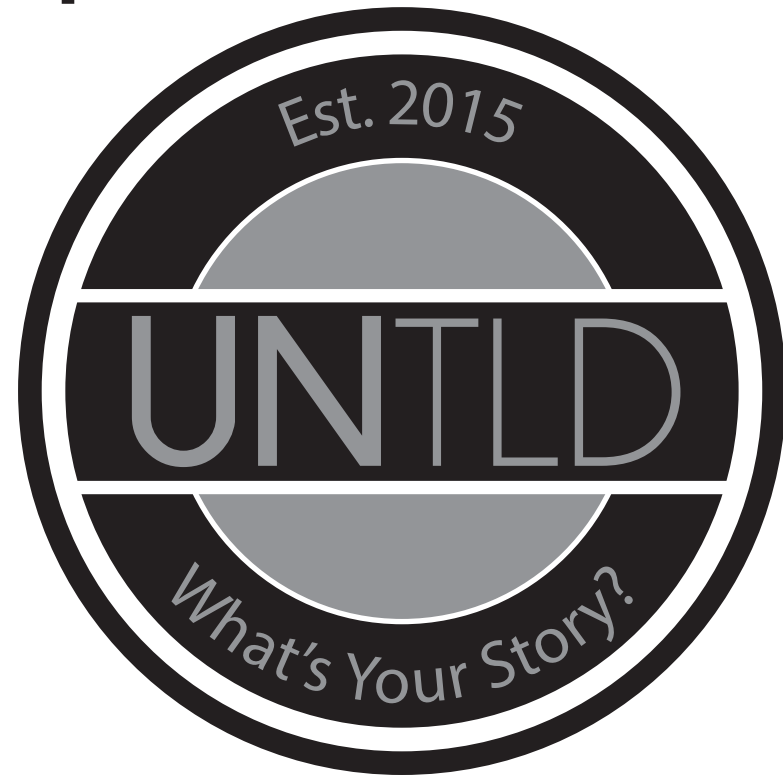


What's Your Story?

Mission Statement

UNTLD's mission is to provide high quality headwear with a touch of personality.

Logo Concepts





Est. 2015
UNTLD
What's Your Story?



PANDA POUCH

MILK CHOCOLATE

Panda Pouch was inspired by japanese candy and anime art. This was my very first packaging project and I had so much fun with it. The logos were all digitally illustrated and I decided to use zip-lock paper bags for the material.

Nutrition Facts

Serving Size 1 bag
Serving Per Container 1

Amount Per Serving

Calories Calories from Fat 40

% Daily Value*

Total Fat 4g

Saturated Fat 3g

Trans Fat 0g

Cholesterol 0mg

Sodium 35mg

Total Carbohydrate 46g

Dietary Fiber 1g

Sugars 42g

Protein 1g

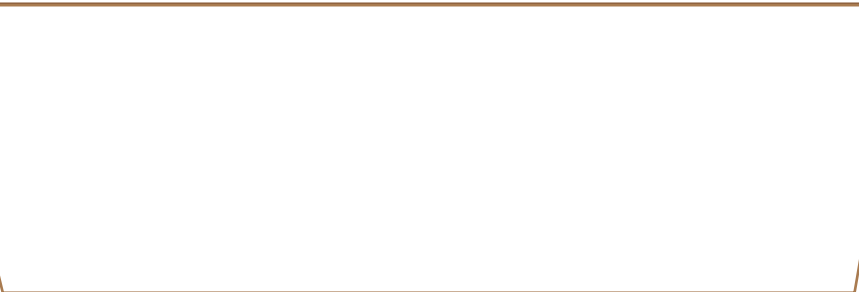
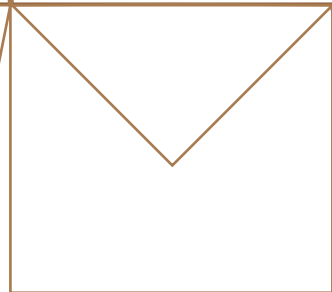
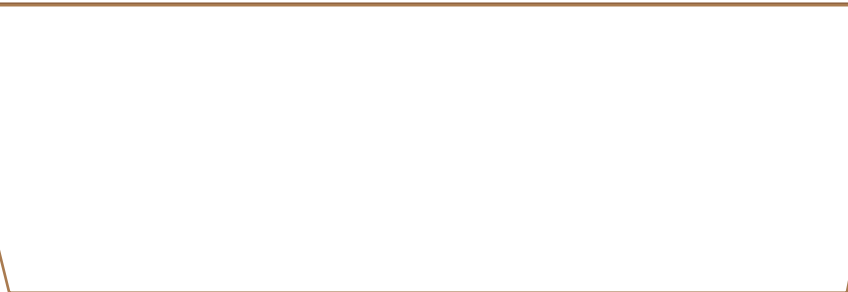
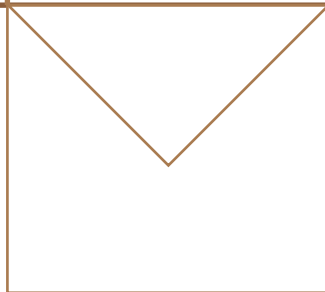
Vitamin A 0%

Vitamin C 0%

Calcium 0%

Iron 10%

INGREDIENTS:
SUGAR, SEMI-SWEET CHOCOLATE (SUGAR, CHOCOLATE PROCESSED WITH ALKALI, COCOA BUTTER, SOYA LECITHIN-AN EMULSIFIER, VANILLIN-AN ARTIFICIAL FLAVOR), CORN SYRUP, CONFECTIONER'S GLAZE, MODIFIED FOOD STARCH, PEPPERMINT OIL, INVERTASE (AN ENZYME). MILK AND EGG MAY BE PRESENT.







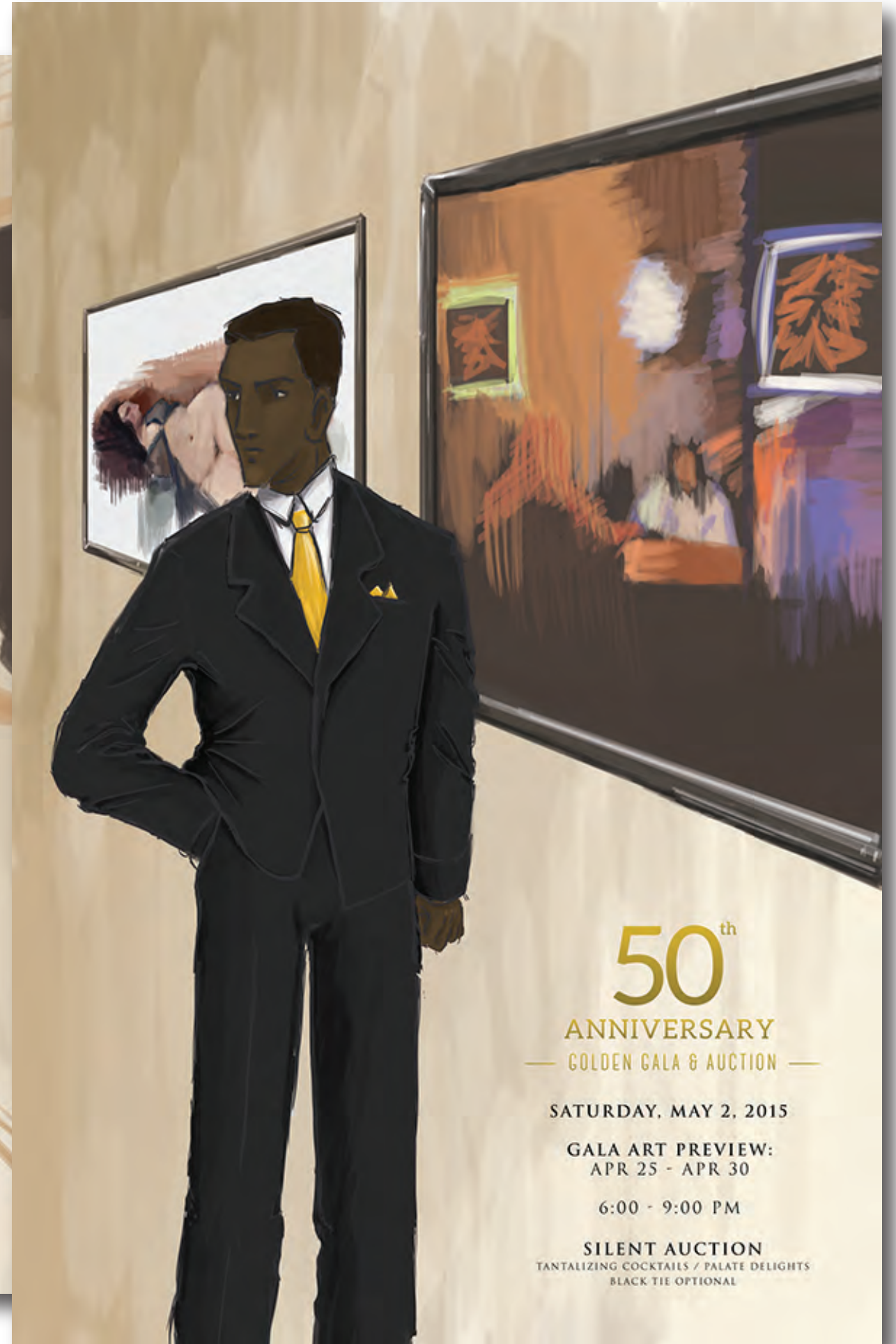
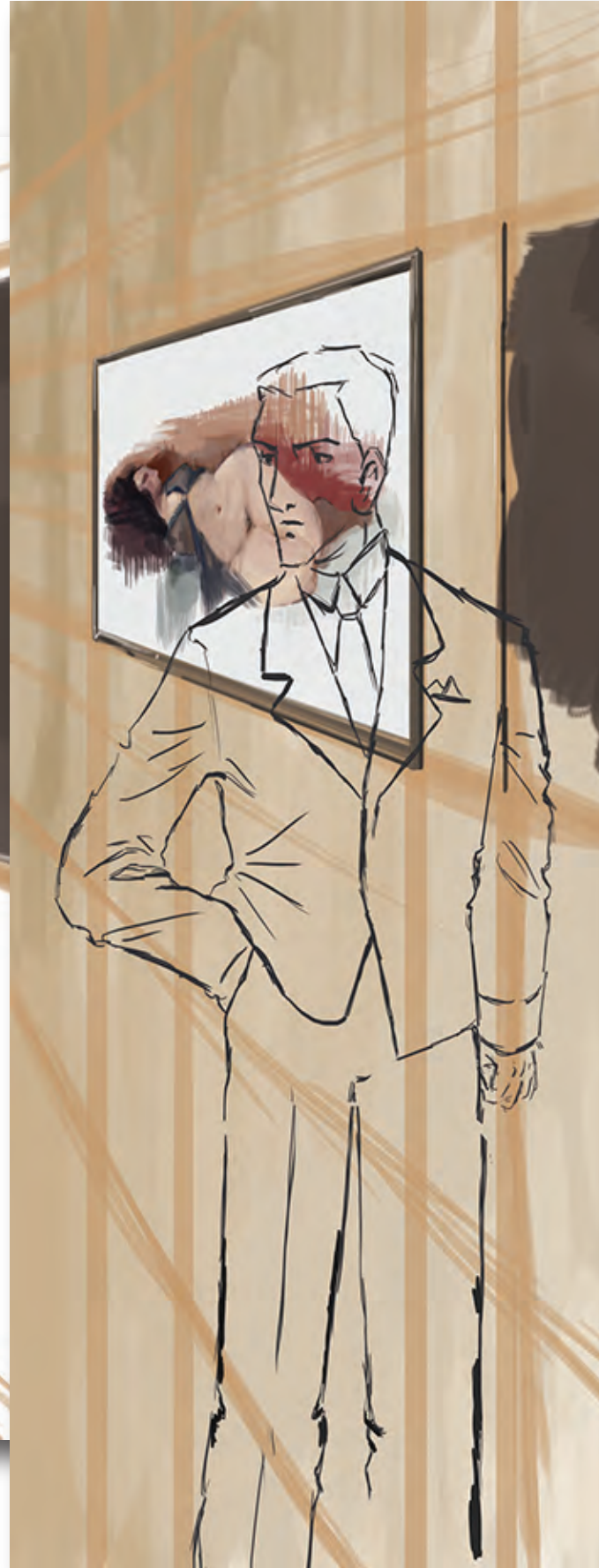
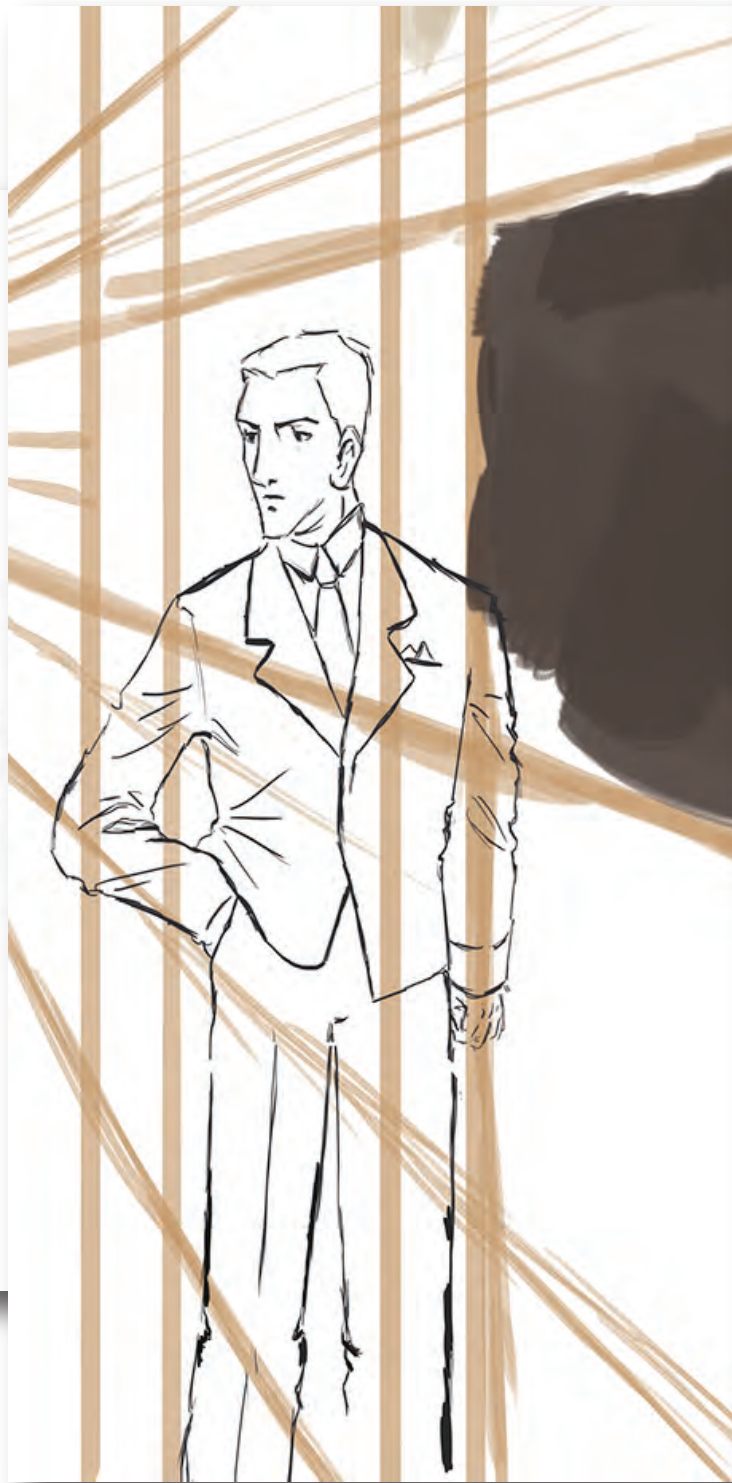
TRITON

MUSEUM OF ART

1965-2015

I had the privilege of working with Triton Museum of Art on their 50th Anniversary Gala Art event. For this event I digitally painted a poster to help promote. I also created the 2015 Mid Summer Art Festival flyer that the museums plans to use.

Gala Digital Painting



50th

ANNIVERSARY

— GOLDEN GALA & AUCTION —

SATURDAY, MAY 2, 2015

GALA ART PREVIEW:
APR 25 - APR 30

6:00 - 9:00 PM

SILENT AUCTION

TANTALIZING COCKTAILS / PALATE DELIGHTS
BLACK TIE OPTIONAL



JUNE 2015

MIDSUMMER

ART FESTIVAL

HOOFS T A A N
HOOFS T A A N
Magazine

Hoopstar Magazine is my first magazine layout project. The thrill of researching something you're very passionate about gives you the ultimate freedom when it comes to designing. I took this time to choose topics behind the scene of professional basketball while working on my indesign skillset.

HOOPSTAR

Issue #1

ROYCE WHITE
"I believe in Anxiety Troopers"

TRACY MCGRADY
The New Face Of Chinese Basketball

SURGING NUGGETS
You Don't Want To Play In Denver

EASTON
Do The Warriors Three Peat?

Houston Rockets
Shyheim Washington
Gordon Jeter
Yao Ming
Jordan Brand





Miles High Above The Competition

HOUSTON — There were just a few ticks more than 30 seconds left in the third quarter when the ball and a thunderclap of inspiration came to **Andre Iguodala** on the right elbow.

He took a step toward the basket, ducked under the outstretched arm of the Rockets' **Omer Asik** and, well, what the heck, flipped the ball high off the glass, then climbed a ladder in the sky to grab it with one hand and blasted it through the rim.

Ground control to Major Tom.

"When I first got the ball I was thinking dunk," McGee said. "Then I thought if I didn't dunk it, I was going to get taken out of the game."

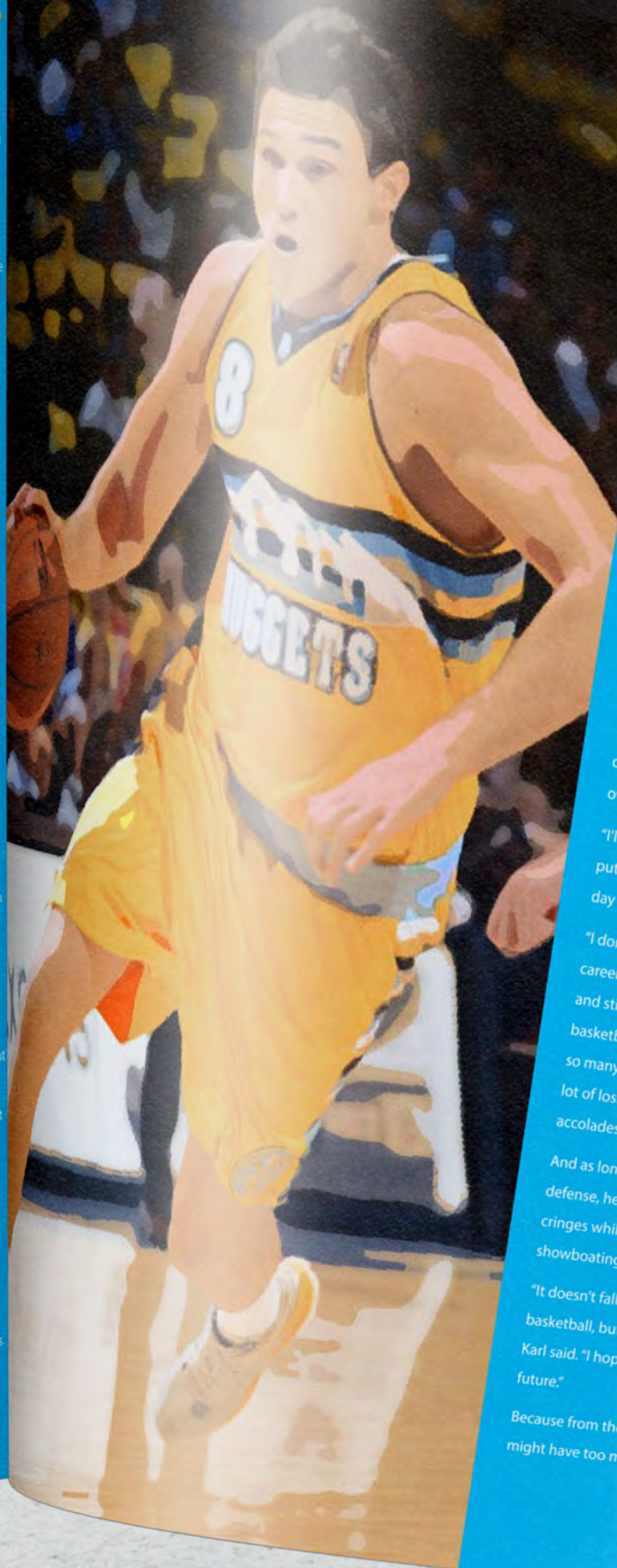
Too late for those kinds of worries. The Nuggets had already taken the Rockets completely out of the game with a 4-1/2 minute stretch that was out of this world. **Wilson Chandler** off the bench with steals and jumpers. **Ty Lawson** with drives to the hoop. **Andre Iguodala** with all little things that he does.

It was a night for milestones that could have touched off an inter-generational rumble in the Nuggets' locker room. Coach **George Karl**, who won the 1,100th game of his career, walked up to the locker stall of Iguodala, who scored his 10,000th career point and cracked: "I'm taking the game ball. You're on your own."

No worries. The way things are going, there could be plenty of other occasions to remember if the Nuggets keep up at this rate. The team that lived out of a suitcase through the end of 2012 with 22 of its first 32 games on the road, is now 9-3 since the start of the new year.

It's more than just home cooking that had turned things around. It's this delicious combination of all-around athletes that has simmered long enough in Karl's pot to become a quite tasty dish.

The grueling season-opening forged toughness and togetherness that could pay off for the Nuggets down the road. Karl recently said that he is tired of scrambling down the stretch of the regular season to latch onto one of the final playoff spots in the



rugged Western Conference. He has his sights set on battling with the Grizzlies and Warriors for the 4-5 spots. The Nuggets are currently sixth, just 2 1/2 games behind No. 4 Memphis. "I still think we're 20 games away from really establishing ourselves as a team that's got to be reckoned with," Karl told Benjamin Hochman of the *Denver Post*.

That should be a shot across the bow of the Western Conference elite Thunder, Clippers and Warriors, who have already been taken down by the Nuggets since Jan. 1.

Here is Iguodala, finally free to just play his all-around game and fit in at both ends of the floor, reaching a significant career plateau and being unaware.

"I wasn't predicted to be here, so it's a dream come true to be in the NBA," he said.

Here is Karl, now the seventh-winningest NBA coach of all time, with the miles and the scars on his resume, just watching the odometer flip over again.

"I'll probably have a ball signed by the players to put in my trophy case, drink a few beers, some day remembering," he said.

"I don't know what to say. I'm at the stage in my career where fortunately I still love the game and still have the privilege to coach a good basketball team. The accolades are because of so many other people more than me. But I put a lot of losses on my belt, so maybe I'll take some accolades every once in a while too."

And as long as his team puts in the effort on defense, he'll even smile at the same time he cringes while looking at the replays of McGee's showboating dunk.

"It doesn't fall under the fundamental area of basketball, but it worked and I'm glad it worked," Karl said. "I hope he doesn't try it a lot in the future."

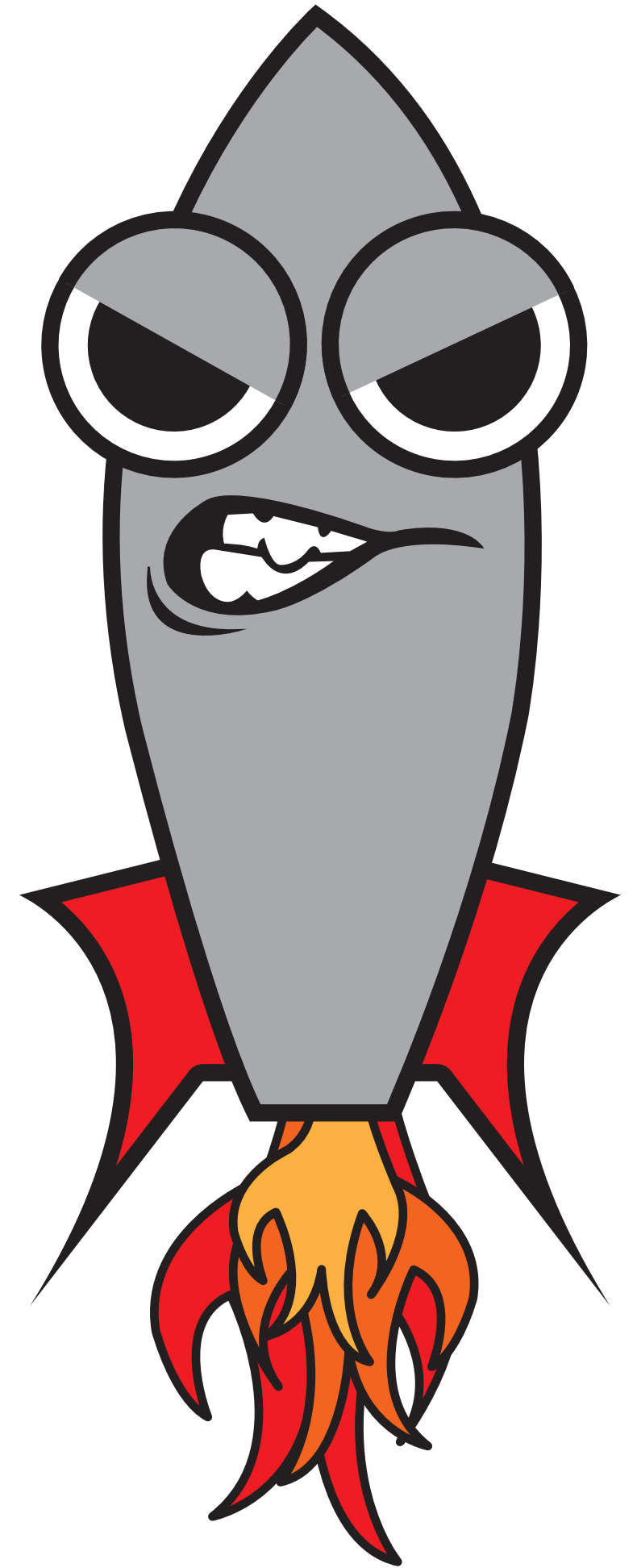
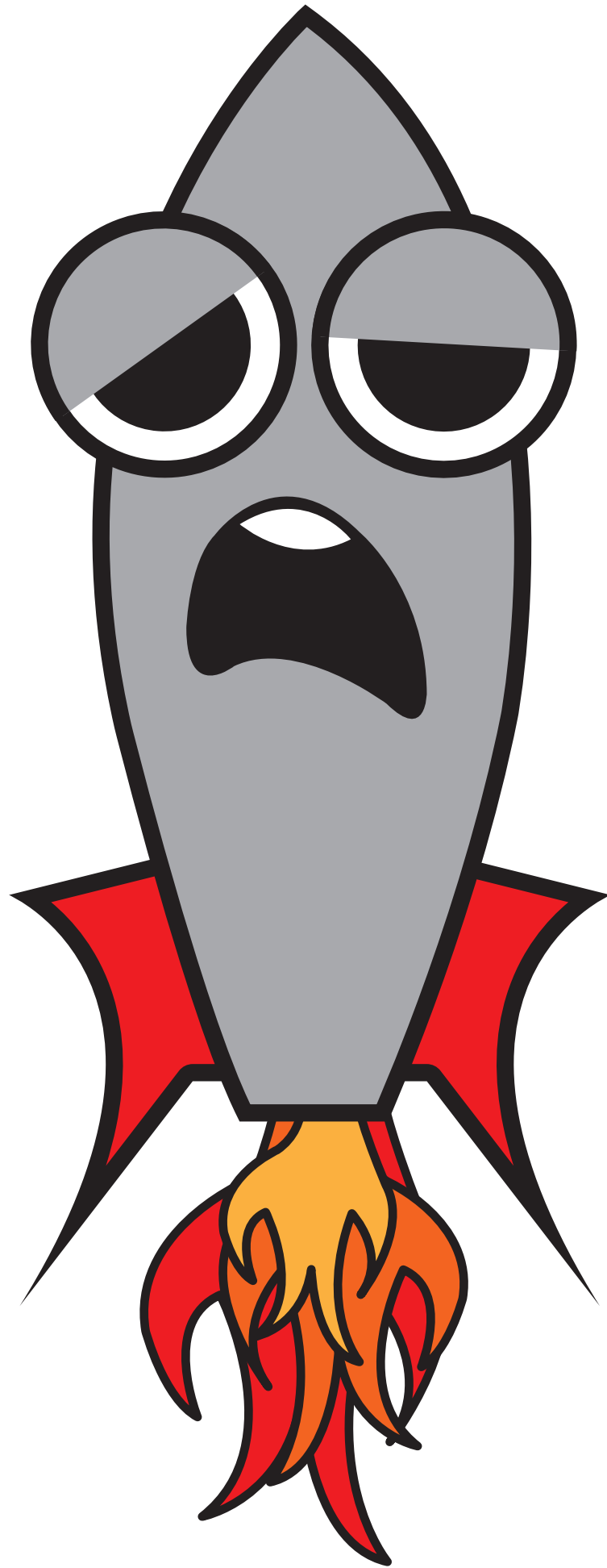
Because from the looks of things, the Nuggets might have too much serious ball to play.

in the world.
na, the land where
ish with his own
all. He arrived in the
city's DoubleStar
an they have ever
ociation is at its most
eague has never been
each team stronger
more balance in the
and with each passing
ner and more popular
are also a high number
ers spread across the
have been big names in
een hitting up Chinese
ade, but the most-hyped
me when Bonzi Wells came
anxi Brave Dragons. An un-
o Ming's former teammate
ed, but the league truly came
n when Stephon Marbury
o China. Marbury's journey
n and the Beijing Ducks to
mpionship in 2012. A year ago,
in the NBA, a multitude of
uding Wilson Chandler, Kenyon
and Aaron Brooks—all chose to
y in China.

ROCK
RAGGERS

Rocket Rage is a personal project concept that's going to be created into a mobile app. Rocket Rage is my first game app style of design. I had a lot of fun with creating the character designs because it helped enhance my illustration skills. It was inspired by addictive mobile games with a cartoon feel.

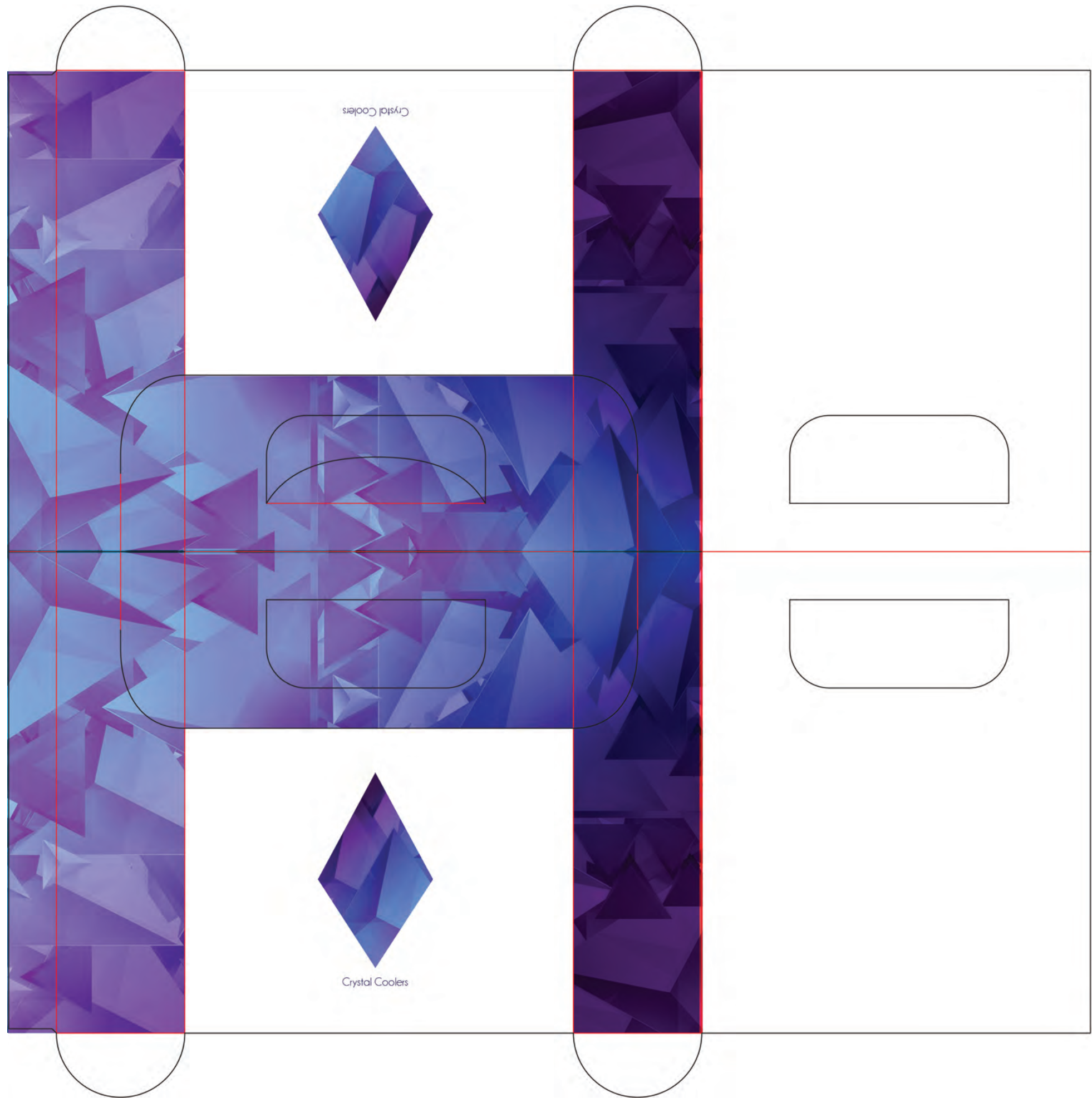
Character Design





Crystal Coolers

Crystal Coolers was inspired by the night life of party goers and event planners. the title Crystal Coolers comes from my mother's first name and it also represents the elegance of the design. The cool, laid back personality of her also goes along with how a refreshing wine cooler should be enjoyed at the club. The packaging was designed to showcase a modern feel to go along with the bottle design.



— indicates fold lines
— indicates cut lines



Crystal Coolers

Cool Berry

Saints Basketball



Camp 2015

St. Michaels, MD has always been a town of hope, unity, and supportive towards the youth. St. Michaels High School has helped some of the most amazing student athletes around the country and our plan for this camp is to start them off at an earlier age. It takes a whole neighborhood to raise a child, and we would like to be apart of that journey. Saints Basketball Camp provides state of the art training and practice free of charge to our local communities.

Collateral Design



Saints Basketball



Camp 2015

CAMP INFORMATION

LITTLE SAINTS (ages 7-10)

The Little Saints are the stars of tomorrow. This camp focuses on the fundamentals of the game. We plan on going back to the basics and teaching the kids how to shoot, pass, dribble, and the importance of teamwork.

SAINTS (ages 14-18)

The Saints are the current or future prospects of St. Michaels High School basketball program. With Majority of the kids being a part of the team already, we expect nothing but advanced training. This camp will teach the kids how to learn plays and work on in game situations. There is a little more freedom in this camp because we need to see if the kids are up to the challenge when the times get tough.

JUNIOR SAINTS (ages 11-13)

The Junior Saints camp's main focus is to prepare the kids for High School basketball. Fundamentals will still be a key factor, but the camp will further enhance those skills to compete at the next level. Also conditioning will take place to prepare for the 5 on 5 basketball tournament at the end of the camp.

SCHEDULES June 22nd-27th

LITTLE SAINTS

8am- Stretch, Conditioning
9am- Fundamentals
10am- Shooting Drills
11am- Lunch
12pm- Free Play
1pm- 5 on 5 games
3pm- Departure

JUNIOR SAINTS

8am- Stretch, Conditioning
9am- Shooting Drills
10am- Fundamentals(Adv)
11am- Free Play
12pm- Lunch
1pm- 5 on 5 games
3pm- Departure

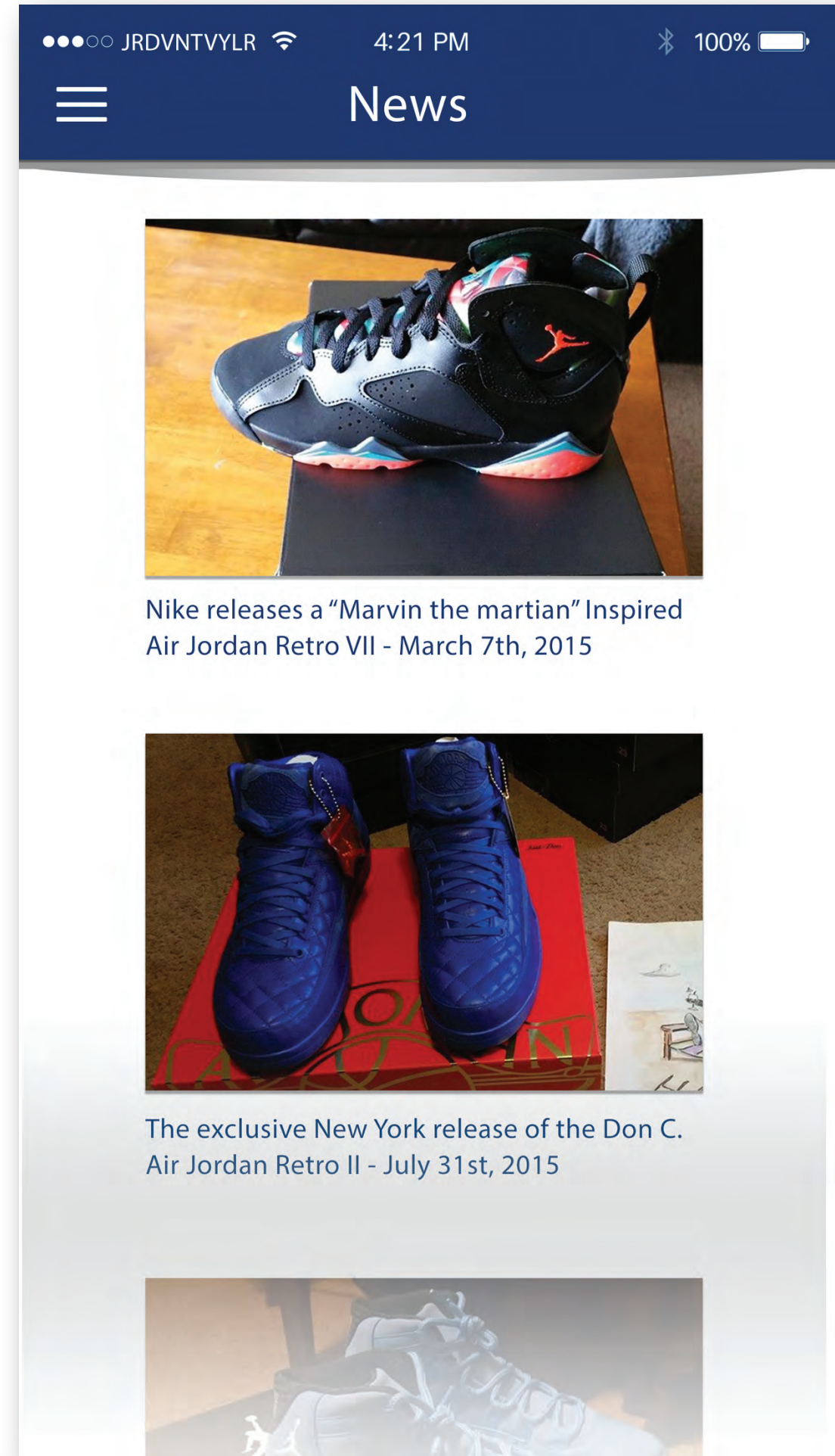
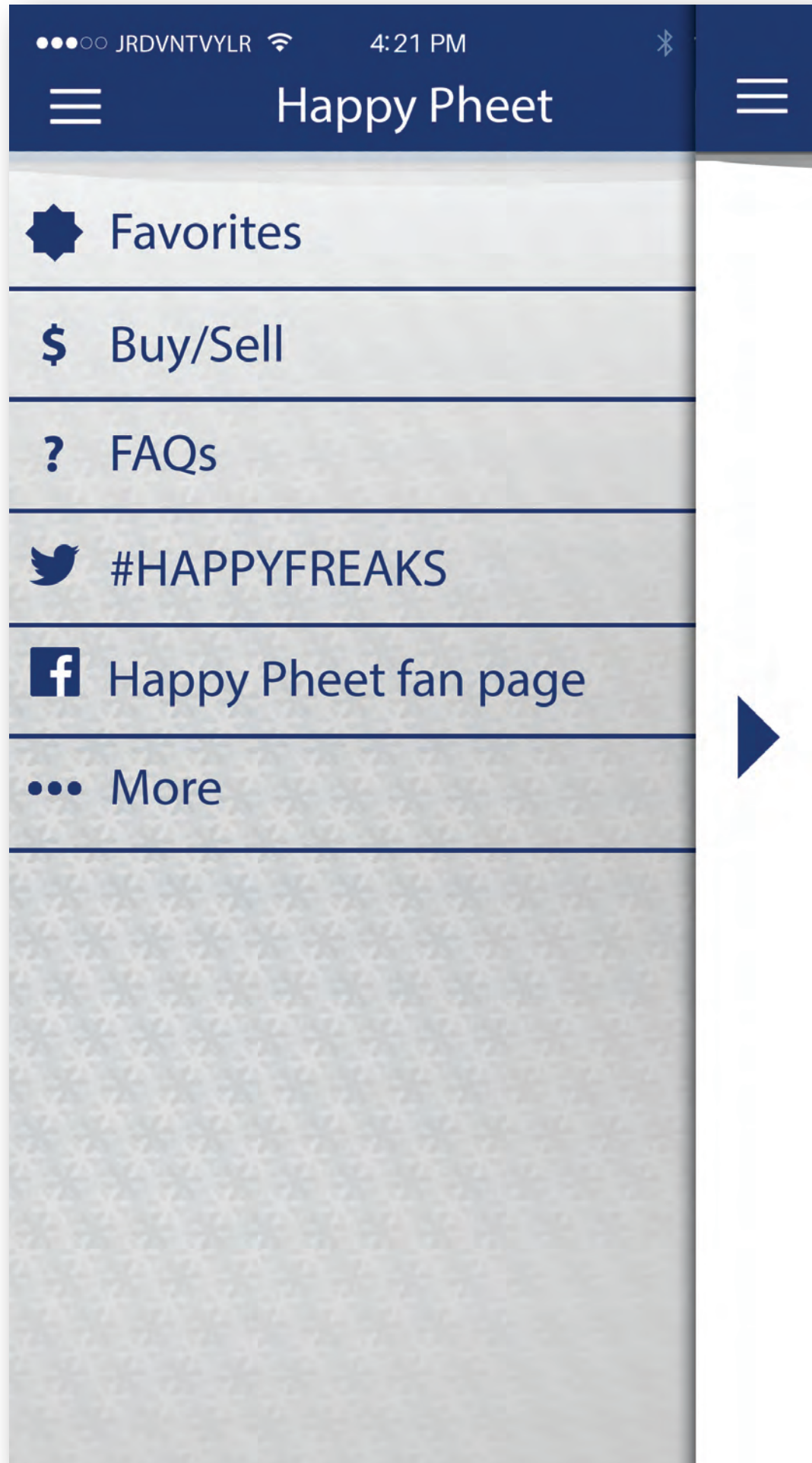
SAINTS

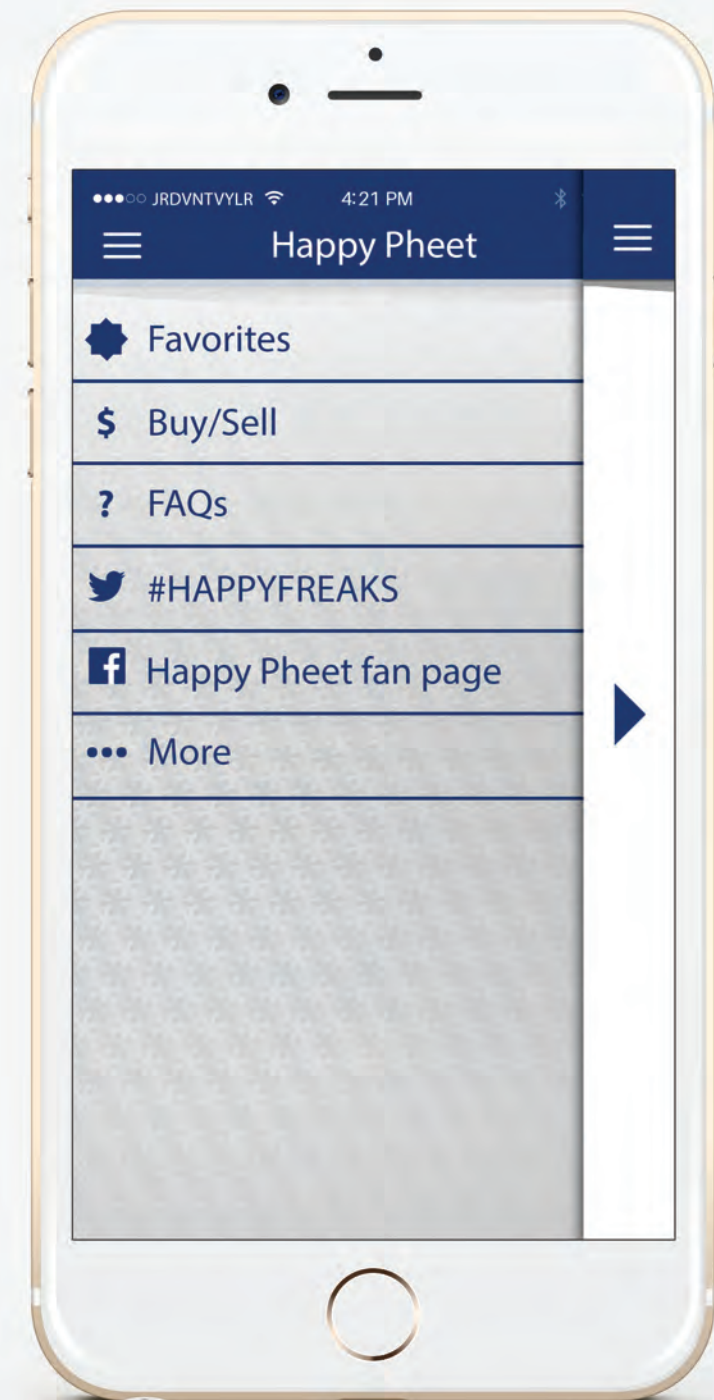
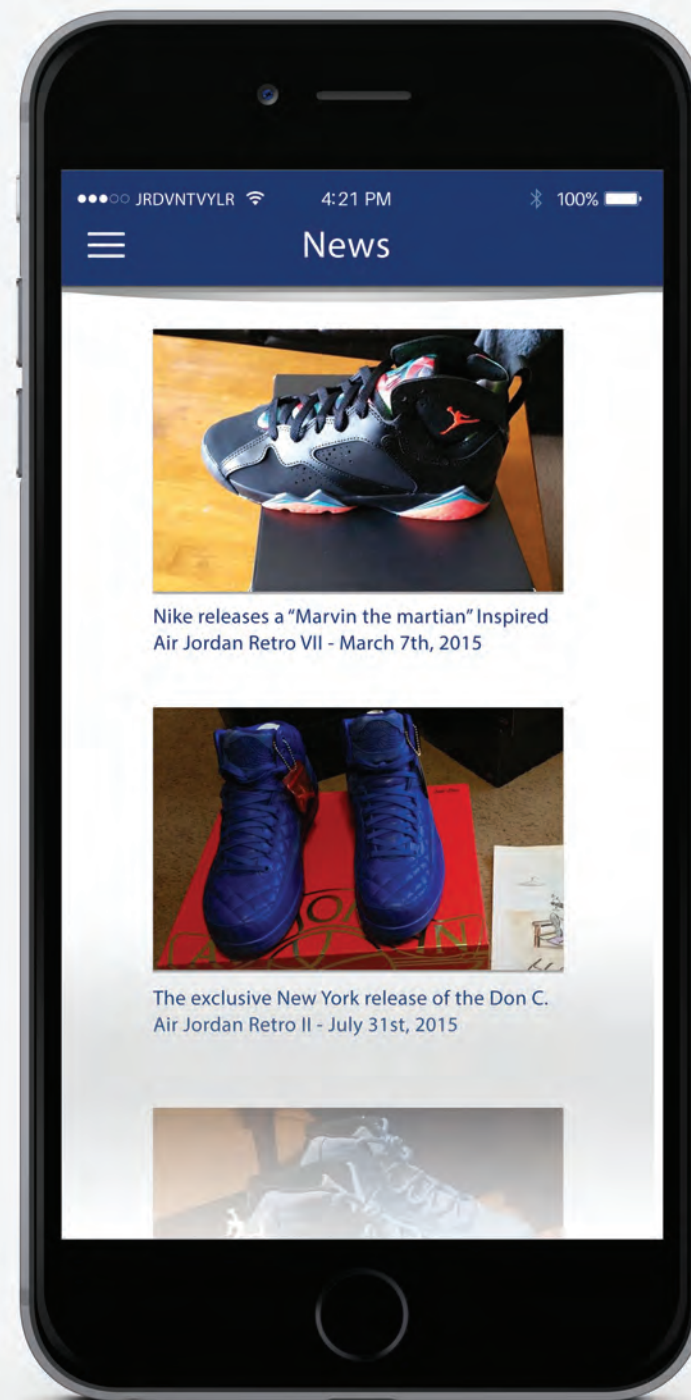
8am- Stretch, Conditioning
9am- Shooting Drills(Adv)
10am- Situationals
11am- Fundamentals(Adv)
12pm- Lunch
1pm- 5 on 5 games
3pm- Departure

-All events from the camp will take place in the St. Michaels High School gymnasium and practice gymnasium.



Happy Pheet is a mobile app created to promote a cosignment sneaker store on Facebook. This project is non-profit and I loved working on it to shine light onto the sneaker community. UX/UI design is very new to me but I do believe it's a very useful tool to have under my belt.

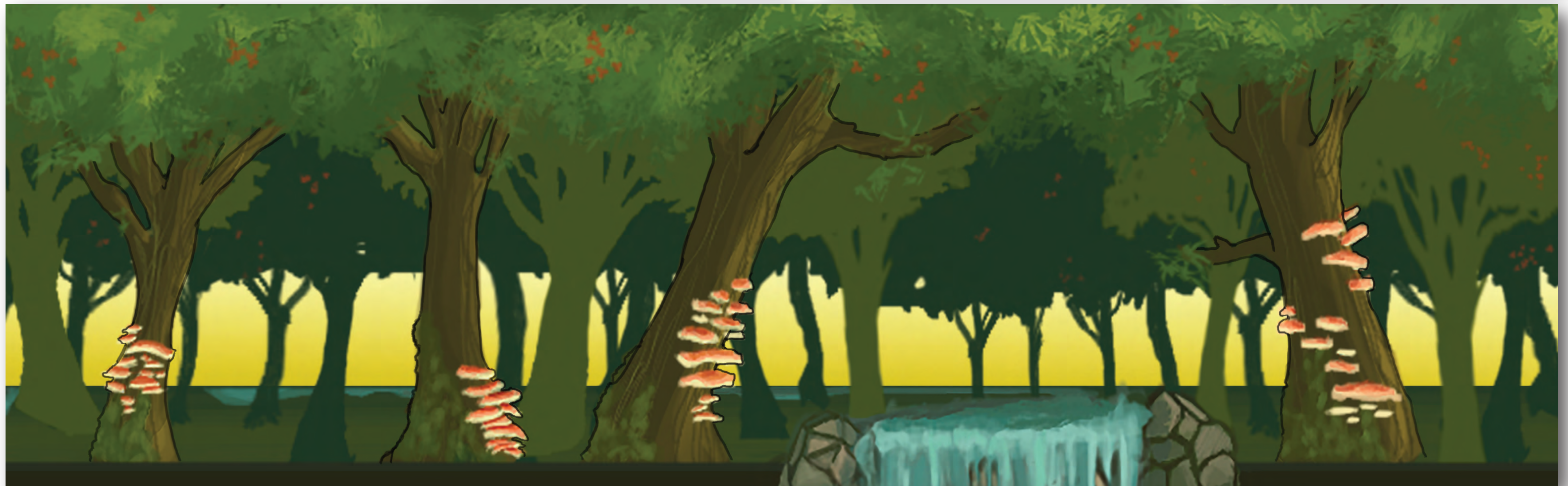
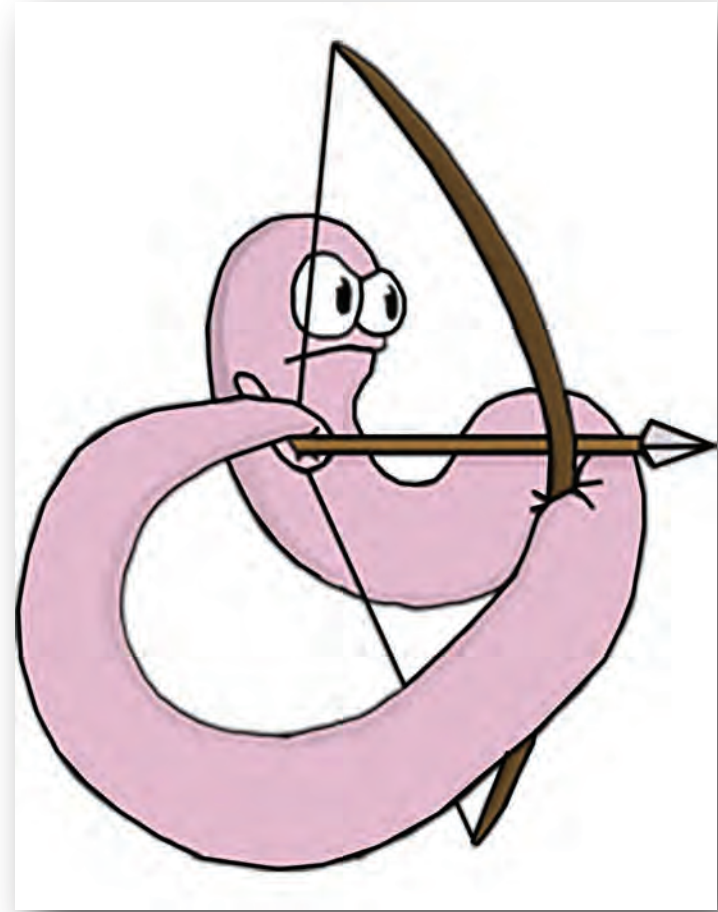


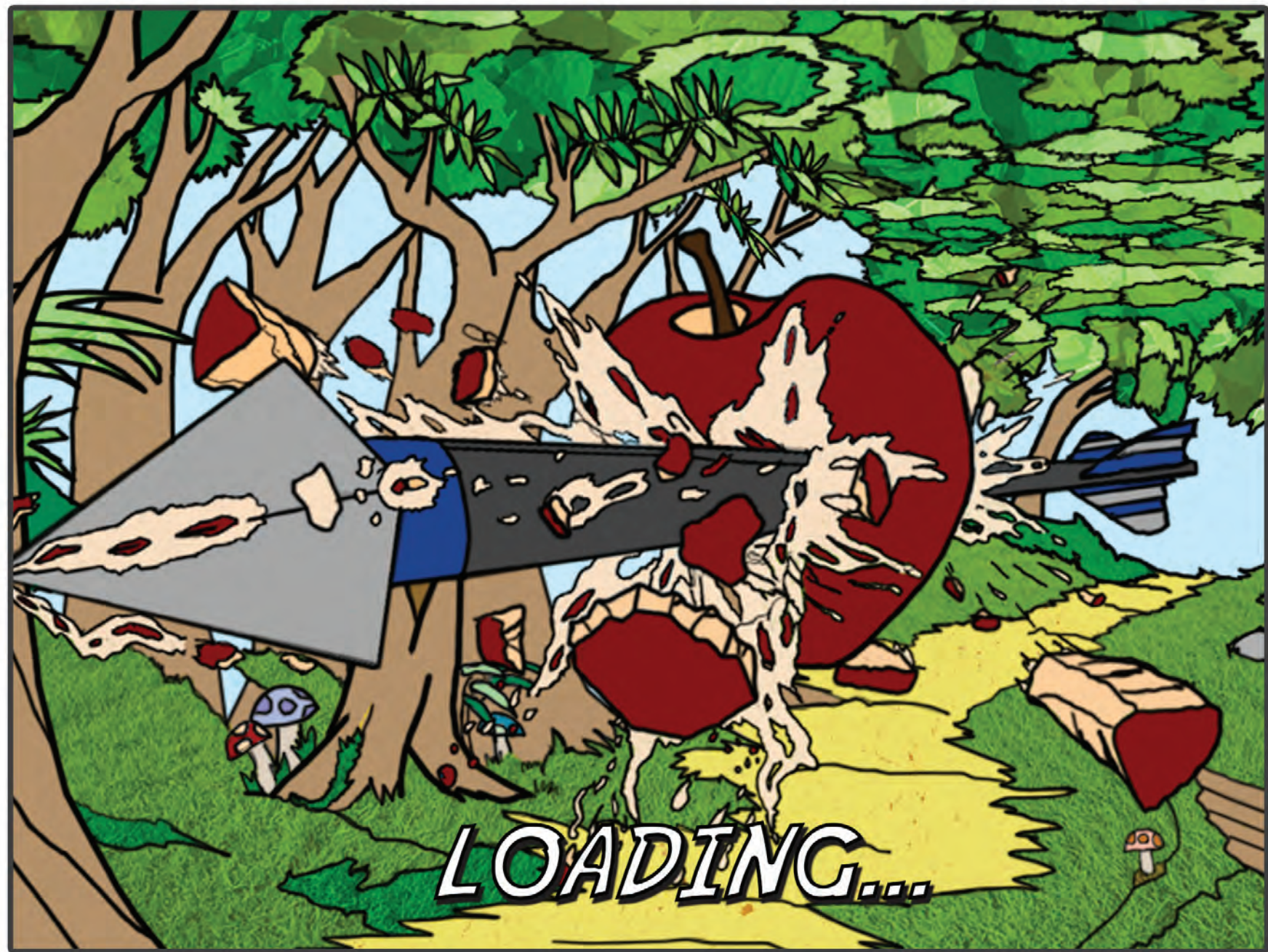


**APPLE
STACK**

Apple Stack is one of the most eventful projects I've ever been a part of. I am part of the marketing, character/background design team for this upcoming mobile app. Working with fellow students at The Art Institute of Silicon Valley, we've created this amazing touch play app for mobile devices that is planning to launch in 2016!

Character & Background Design





Thank you for your time!