

4500 UNIVERSITY DR, HOUSTON, TX 77004

“Strengthening the Pride”

The term “Strengthening the Pride” refers to a sense of community and collective identity among students, faculty, staff, and alumni. The slogan signifies the university’s commitment to fostering a strong and supportive community where individuals take pride in being part of the institution.

INTRODUCTION

My name is T.J. Jordan, and I am a passionate graphic designer specializing in branding and motion graphics.

With 4+ years of experience in the industry, I have worked with wide range of clients, from non-profits to NFL Agents, and have helped them to develop and communicate their targeted message through effective visual communication.

Throughout my own work and going through the University of Houston’s Graphic Design program, I’ve been prepared for managing workloads and being able to put more reason and direct purpose with my design choices. My expertise lies in creating experimentally stunning and memorable branding and motion graphics that capture the backbone of a brand and bring it to life.

While completing my B.F.A. in the Graphic Design program, I worked on campus at the Recreation and Wellness Center. During this time there were major renovations going on and with that came opportunity for changes in brand identity to push further areas of outdoor exploration, teamwork, energy, and improvement.

This acts as an updated branding style guide for the 2022-2023 years.



T.J. JORDAN | UNIVERSITY of HOUSTON | B.F.A. GRAPHIC DESIGN