

Jordan McAnulty

Graphic Designer & Brand Identity Specialist

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Graphic Designer and Brand Identity Specialist with 7+ years of experience creating logos, visual identities, print collateral, digital marketing assets, and branded merchandise for clients and self-built media brands. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign), with a strong foundation in typography, color theory, and layout design. Experienced working remotely, managing client relationships independently, and delivering polished, on-brand design solutions from concept through final production.

DESIGN SKILLS & TOOLS

- Logo & Brand Identity Design
- Print Design (Flyers, Invitations, Collateral)
- Digital Marketing & Social Media Graphics
- Merchandise & Product Branding
- Infographic & Layout Design
- Adobe Photoshop | Illustrator | InDesign
- Typography & Color Theory
- Web Design (HTML, CSS, PHP, JavaScript)
- Video Editing & Motion Graphics
- SEO & Content Strategy

EXPERIENCE

Founder & Lead Graphic Designer

May 2020 – Present

Albatross Empire — Freelance Graphic Design Studio | Remote, USA

Logo design • Brand identity • Print • Merchandise • Digital assets

- Designed logos, wordmarks, and complete brand identity systems for small businesses and individual clients across multiple industries.
- Produced custom wedding invitations, event stationery, and premium print collateral — managing design, proofing, and production-ready file delivery.
- Created branded merchandise including apparel graphics, packaging concepts, and promotional product designs.
- Developed infographics, promotional flyers, social media graphics, and digital marketing assets tailored to each client's visual identity.
- Managed full client project lifecycle: discovery, concept development, revision rounds, and final file handoff (print and digital formats).
- Built and maintained Albatross Empire brand and web presence independently at albatrossempire.com.

Founder & Brand Designer

Apr 2018 – Present

Albatross Sports — Independent Sports Media Platform | Remote, USA

Brand design • Web development • Social media graphics • Content production

- Designed and built a full sports media platform from scratch — including logo, brand identity, site layout, and all visual assets — using HTML, CSS, PHP, and JavaScript.
- Produced 500+ branded graphics, article headers, rankings visuals, and social media assets maintaining a consistent brand voice across all platforms.
- Grew combined social media audience to 1,000+ followers across TikTok and Instagram through consistent original graphic content and branded visual storytelling.
- Drive 2,000–3,000 monthly website visits through SEO-informed content strategy, ongoing site design updates, and regular publishing cadence.

Graphic Design & Communications Coordinator

Aug 2023 – Oct 2025

St. Teresa's Catholic School — Belleville, IL

Brand management • Print design • Digital content • Social media

- Designed high-volume print and digital assets including promotional posters, event flyers, newsletters, and social media graphics — maintaining consistent brand standards across all channels.

- Planned and executed organic and paid ad campaigns through Meta Business Suite (Facebook & Instagram), producing all creative assets including graphics and copy, driving high-reach promotion for school events.
- Produced video content, photo editing, and visual campaigns for major school events and sponsorship materials.
- Managed the school's public-facing brand and communications strategy across multiple platforms.

Technology Specialist & Design Instructor

Aug 2021 – Oct 2025

St. Teresa's Catholic School — Belleville, IL

- Taught students foundational design and technology concepts including digital layout, typography, color theory, and visual communication — translating complex creative principles into accessible, age-appropriate lessons.
- Designed instructional materials, visual presentations, and digital resources used across all grade levels.
- Provided full technical support for staff — hardware, software, and network systems.

EDUCATION

Lindenwood University

May 2020

B.A. in Interactive Media & Web Design | Belleville, IL

- Coursework: UI/UX Design, Digital Photography, Color Theory, Typography, Visual Hierarchy, Web Development (HTML, CSS, Python)
- Advanced proficiency in Adobe Photoshop, Illustrator, and InDesign for digital and print media production
- Mass communication law, copyright, and ethical media practices

Southwestern Illinois College

May 2018

A.A. in General Studies | Belleville, IL

Portfolio: albatrossempire.com | albatrosssports.com | [instagram.com/albatrossempire](https://www.instagram.com/albatrossempire) | [instagram.com/albatrosssports](https://www.instagram.com/albatrosssports) | [youtube.com/@albatrosssports6327](https://www.youtube.com/@albatrosssports6327)