

JORDAN D. GUM

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Designer / Mentor / Explorer

## BRANDING & IDENTITY

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**800 POUND GORILLA RECORDS** *Logo design, 2016*

Designed for a startup comedy record label, the gorilla silhouette acts as an anvil-like object to convey dependability and strength while the hand-drawn, whimsical typeface reflects the label's output.



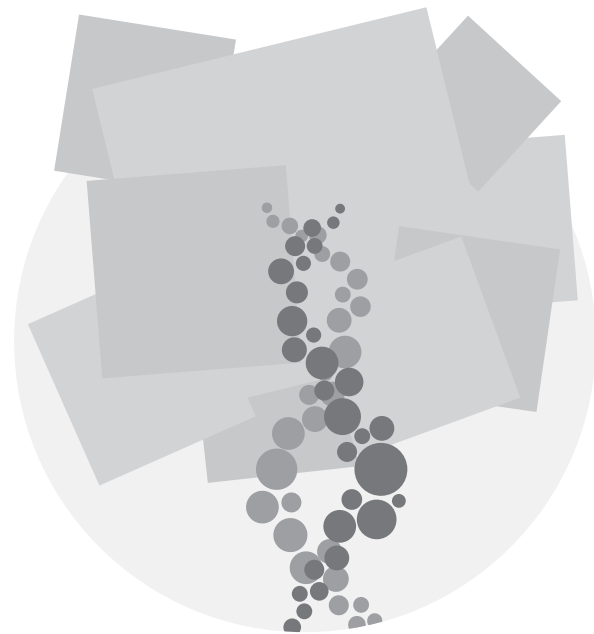
SUSTAINABLE INTERIOR DETAILING



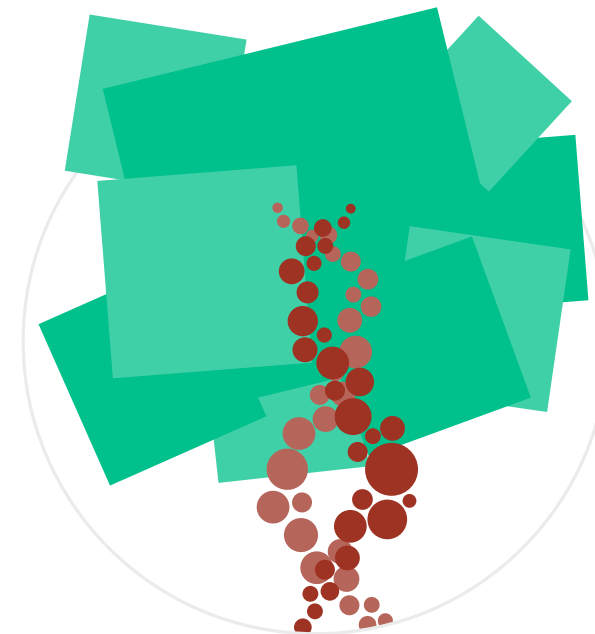
SUSTAINABLE INTERIOR DETAILING

**SUSTAINABLE INTERIOR DETAILING** *Logo design, 2017*

With a fairly sterile company name, the client wanted a logo that offset that tone by being evocative of superhero emblems while also retaining an air of professionalism and cleanliness.



SEARCH ANGELS



SEARCH ANGELS

**SEARCH ANGELS** *Logo design, 2018*

Designed for a non-profit dedicated to reuniting adoptees with their birth parents, the challenge was to highlight the use of DNA science in the process while conveying warmth, trust, and approachability.



ATLANTA MESS-AROUND Annual logo design, 2011-2018

Refreshed annually for Atlanta's signature punk festival, later designs were created using mostly hand-rendered typography, recalling the heyday of the legacy acts who often headlined the fest.

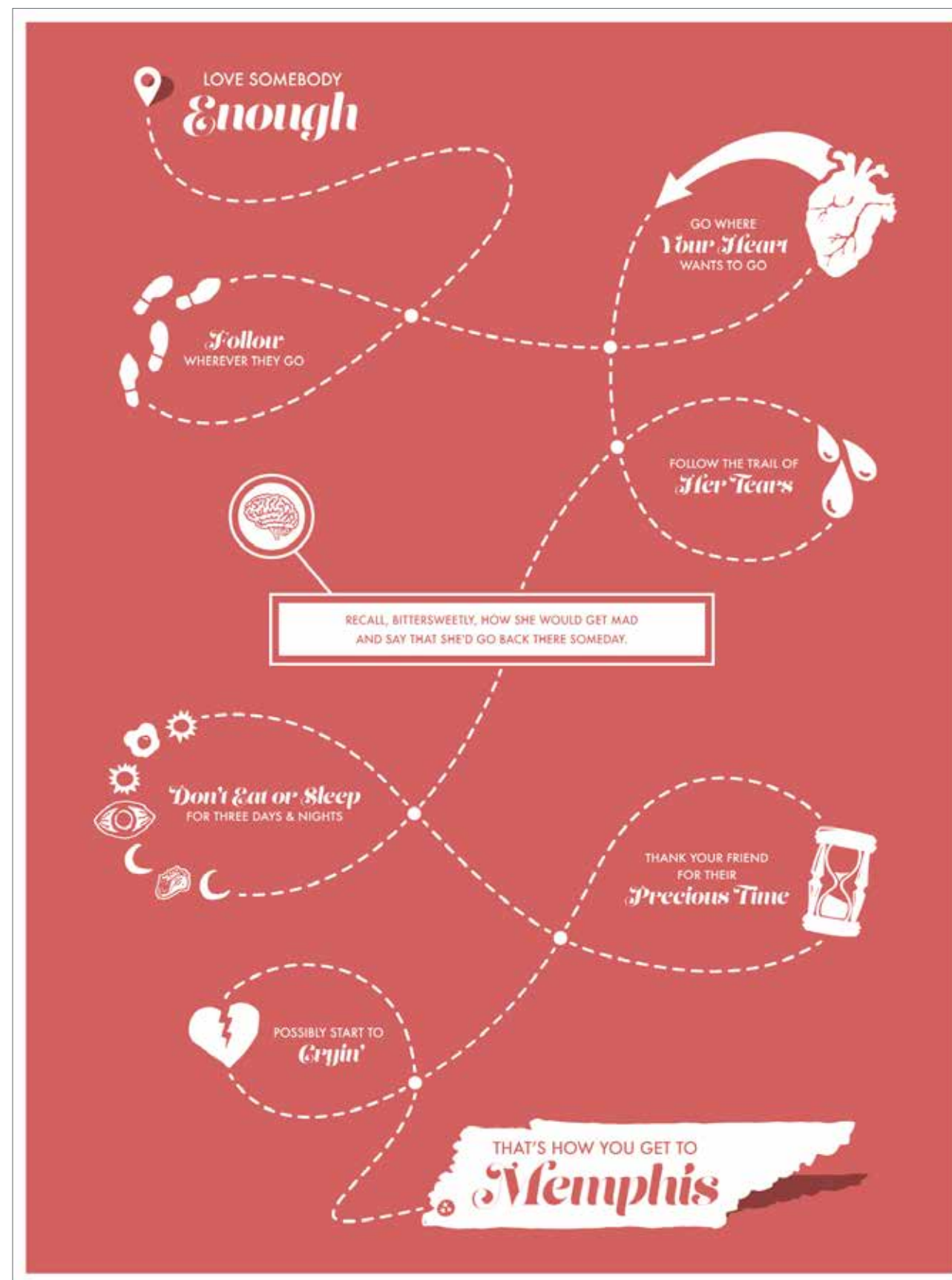
PRINT & COLLATERAL

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**THAT'S HOW YOU GET TO MEMPHIS** AIGA Poster Show submission, 2018

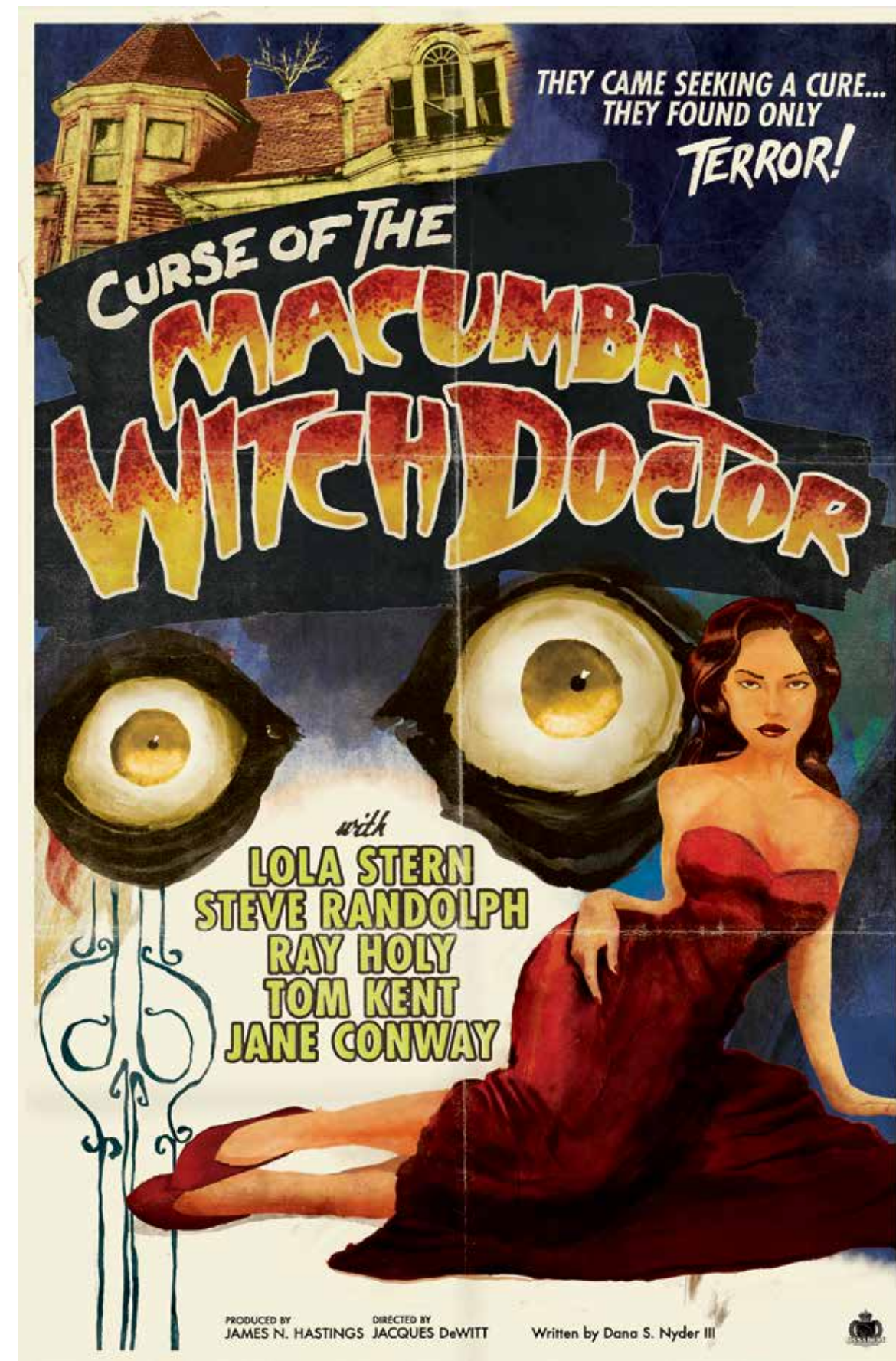
Inspired by the song "That's How I Got To Memphis" by Tom T. Hall, this design for *Destination Unknown*, AIGA's 2018 Poster Show, attempts to depict the Modern Romantic Journey by using original icon illustrations to evoke emoji-based flirtation and communication



**MUDHONEY AT THE EARL** Concert poster, 2013

This design features typography made from torn paper and collaged imagery to reflect legendary grunge band Mudhoney's punk rock/diy roots as well as the Schlock Cinema origin of their namesake.





**CURSE OF THE MACUMBA WITCH DOCTOR** *Prop movie poster, 2013*

This piece was designed as a prop to be used in a mockumentary about fictional B-movie director Conrad Norman. Nearly every element was created by hand, including the title treatment and painted illustrations.

## PACKAGING

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**BILL HICKS: REVELATIONS - LIVE IN LONDON** Double-LP gatefold jacket design, 2017

Designed for the 25th Anniversary of the influential comedian's last filmed special, I was provided only the front and back photos as assets. The custom interior layout is intended to echo the opening Western-themed monologue while also serving as a solemn tribute to the late comic.



**BEN TRICKEY: RISING WATERS LP and CD packaging, 2013**

The design of the LP packaging, including jacket, label, and liner notes, was extended out to the CD digipack design.

The artist's own handwriting was used extensively as a design element throughout.

Photography by Kara Trickey





**TOM SEGURA: COMPLETELY NORMAL CD/DVD combo digipack design, 2014**

This 6-panel layout was designed using only close-up photos of comedian Tom Segura. The upside-down R in the minimal type treatment, along with the fractured collage image on the interior panel, hint at the bombastic irreverence emblematic of Segura's live performance.

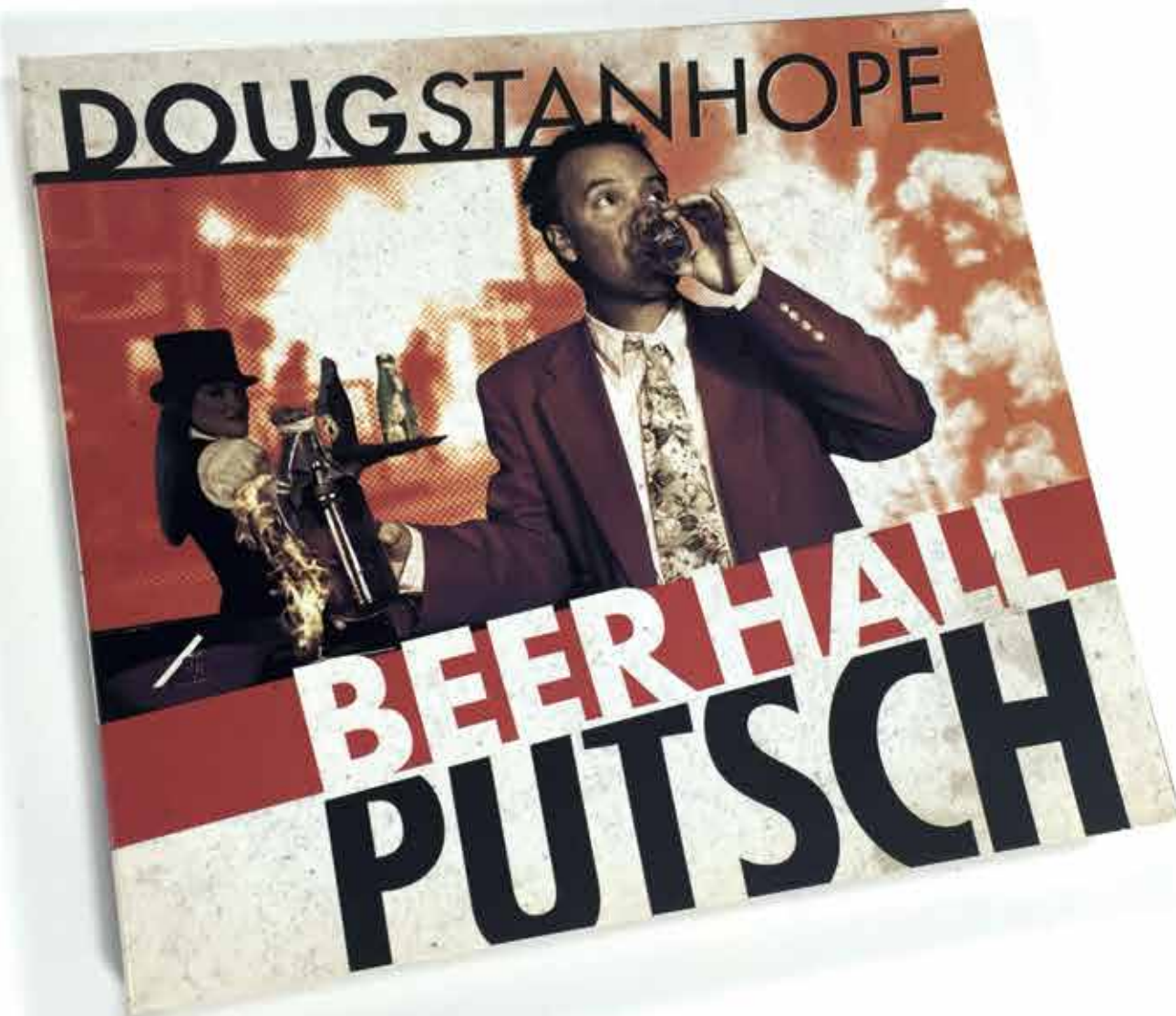




# **JANEANE GAROFALO: IF I MAY CD digipack design, 2016**

This package design for renowned comedian Janeane Garofalo was created using minimal photo assets from the client. A custom type treatment was crafted for the comic's name, intended to reflect her material's balance of quirkiness and acerbic social outrage.





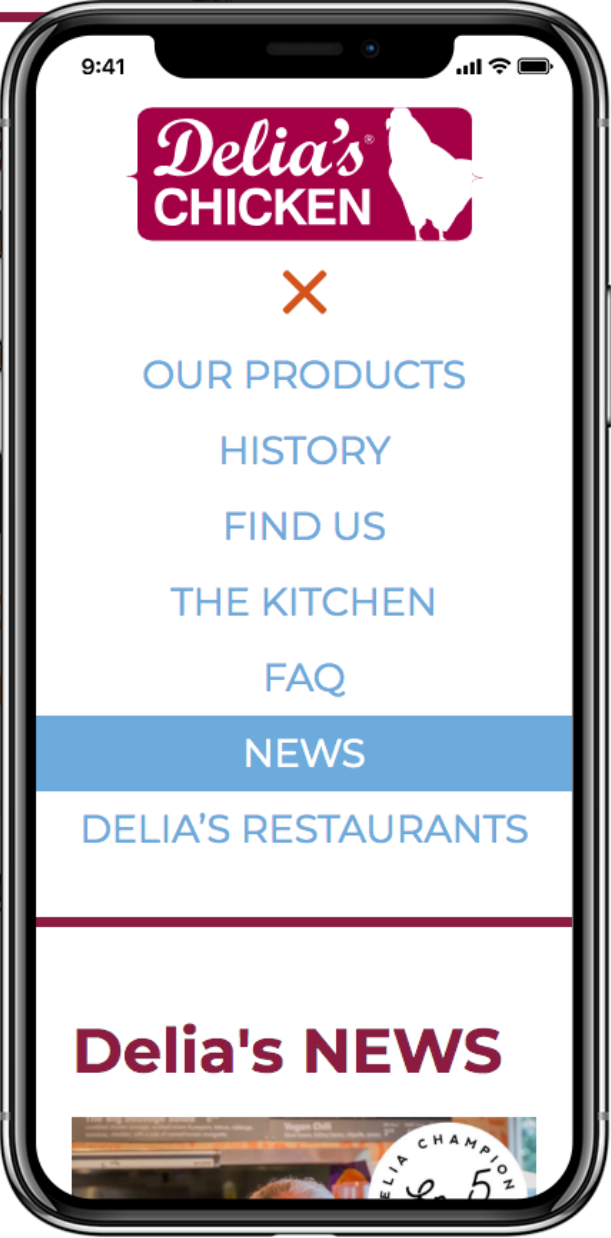
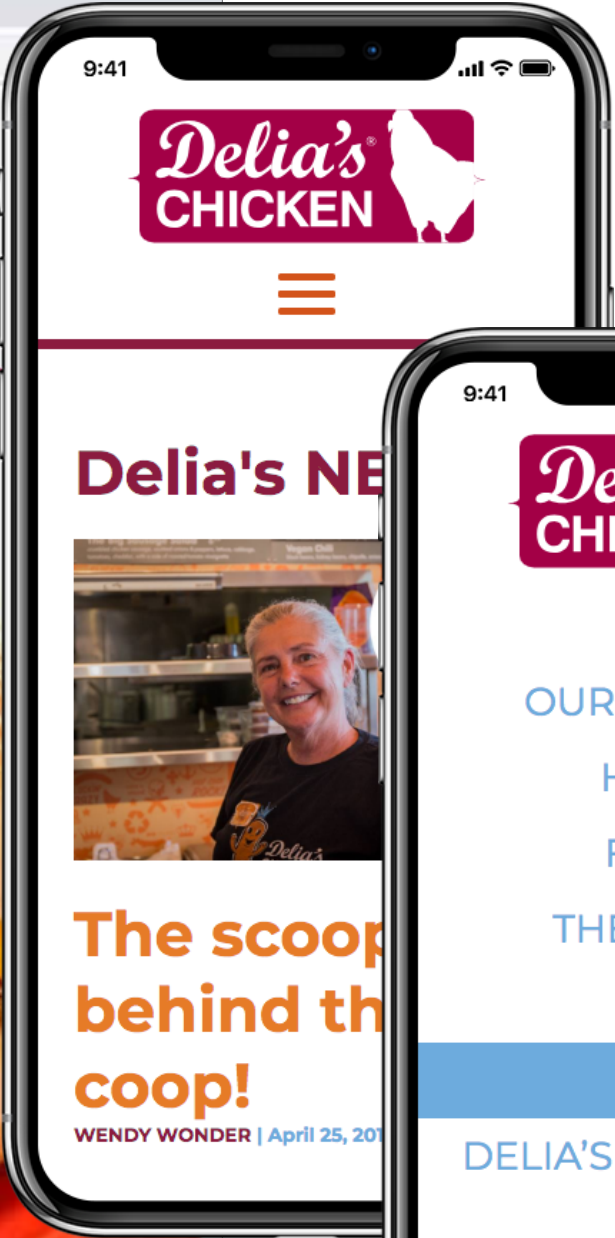
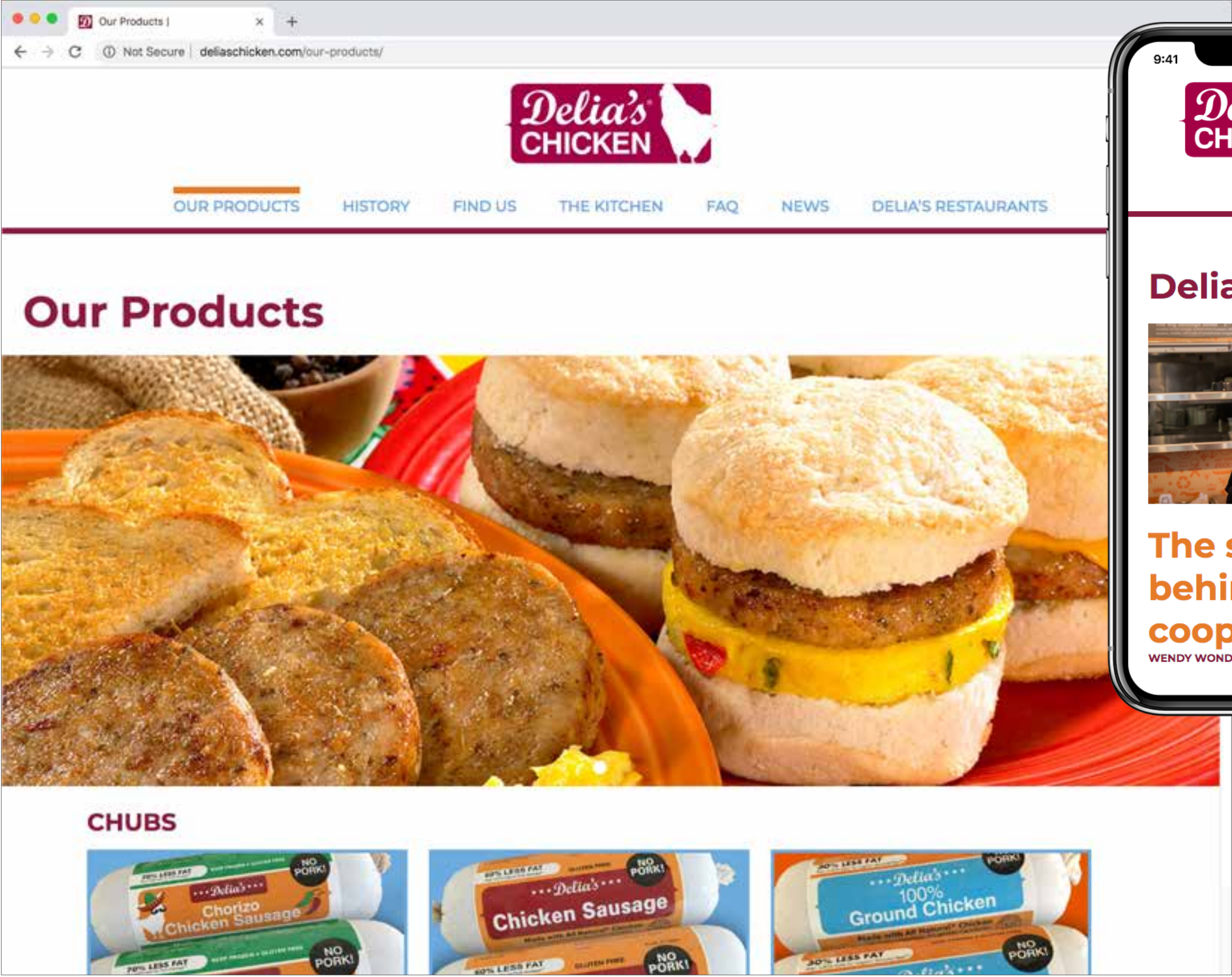
# **DOUG STANHOPE: BEER HALL PUTSCH CD digipack design, 2013**

Heavily influenced by the work of Jan Tschichold, this package design for iconoclastic comedian Doug Stanhope evolved from an illustration of the artist in a German beer hall to a design more reflective of his confrontational style and overall societal frustration.

INTERACTIVE

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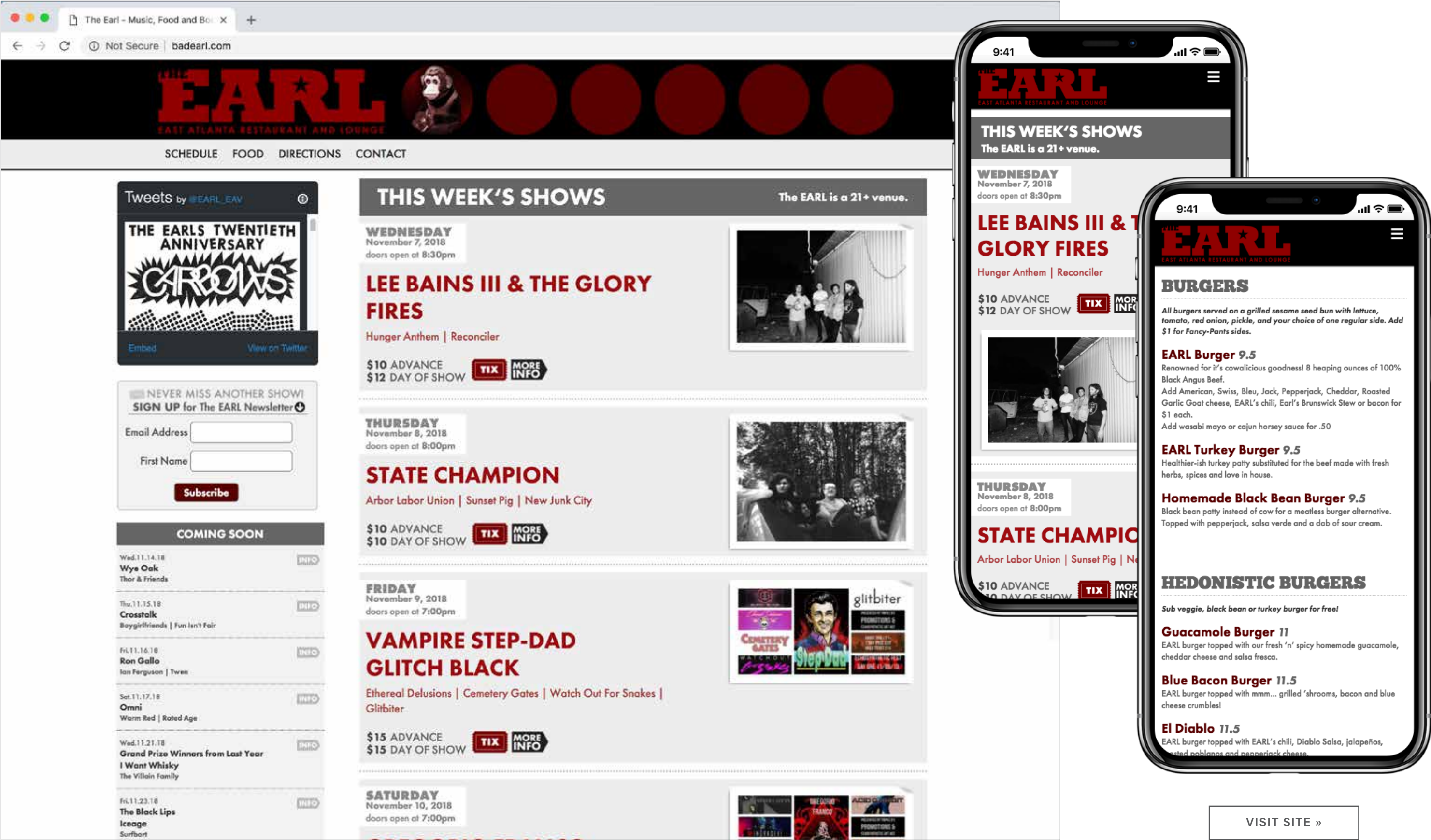




**DELIASCHICKEN.COM** Website design, 2016

Designed for the retail product arm of an Atlanta-based chicken sausage restaurant, I created the fully-responsive layouts for this site. I then managed and directed the contract development talent. I provided CSS and UI animation guidance throughout as well as coordinating server-side launch.





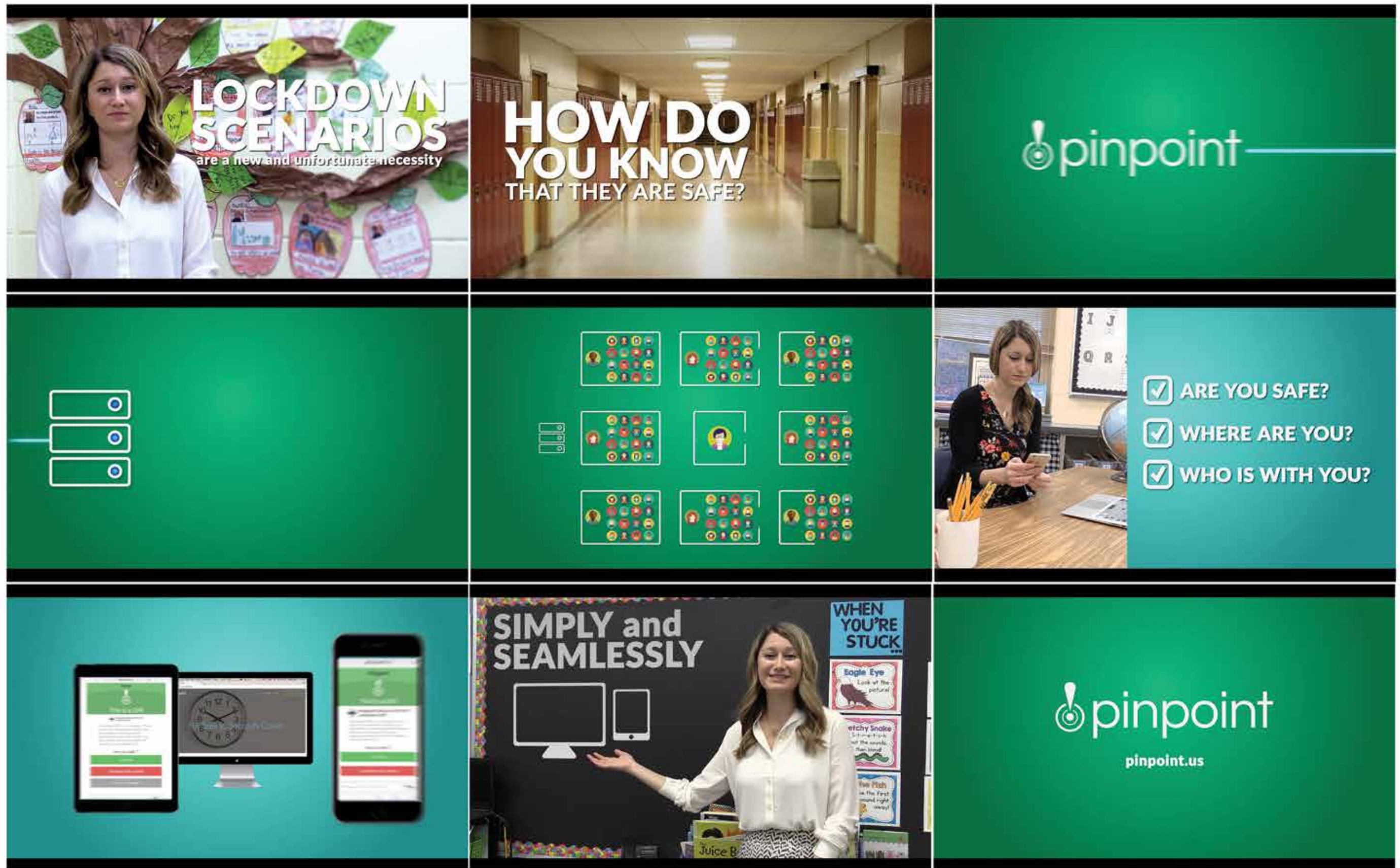
BADEARL.COM Website redesign, 2014 (re-designed 2020)

Since 2005, I've designed several iterations of this site for one of the Southeast's premier music venues. In 2014, I also worked with the venue to create a custom back-end CMS. I directed and collaborated with various contract developers throughout each build, providing CSS and UI direction.



MOTION & VIDEO

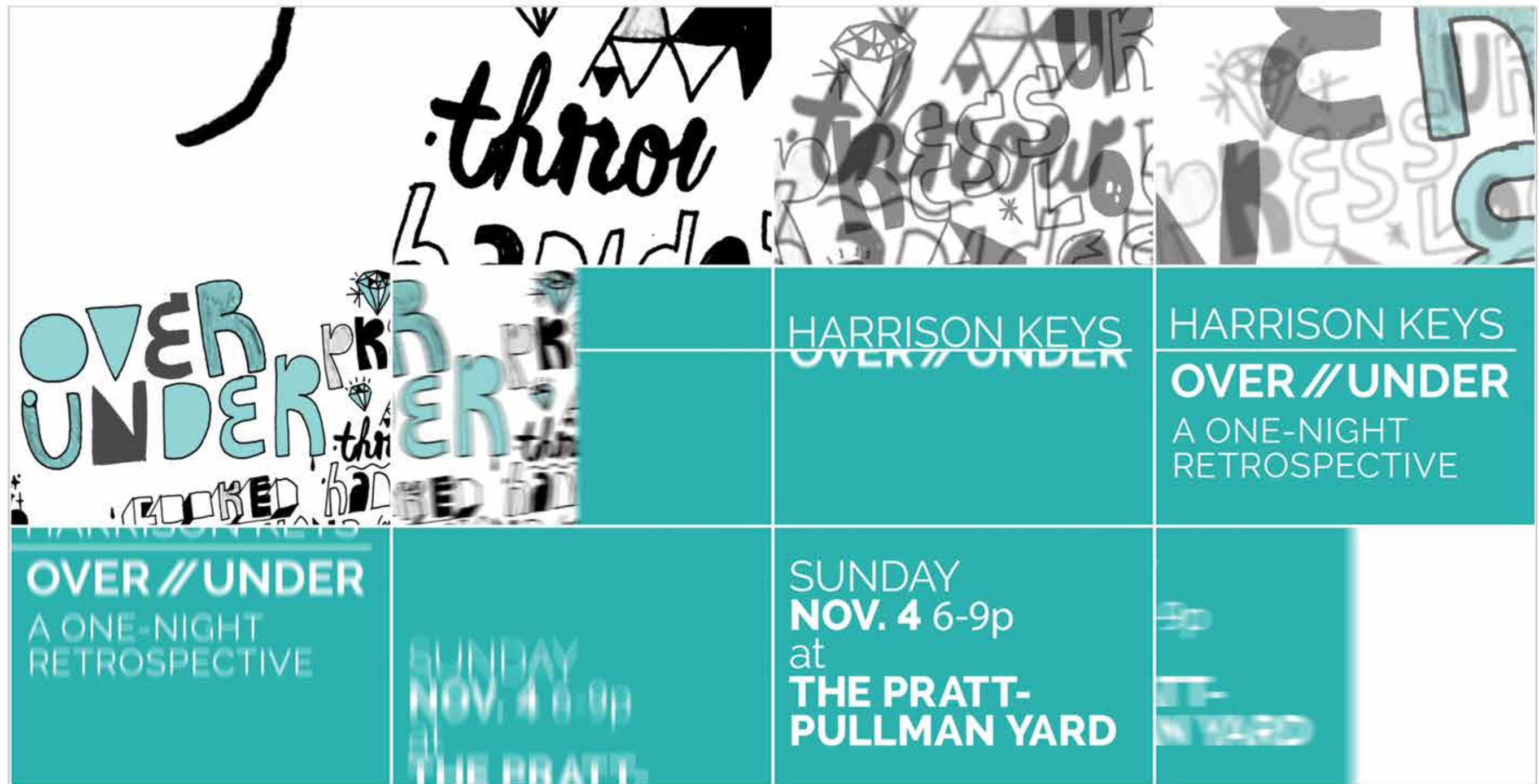
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[VIEW VIDEO »](#)

**PINPOINT** *Product intro video, 2017*  
 Created for a lockdown drill management app, the thematic challenge was striking the appropriate tone, given the content.  
 The biggest technical challenge was directing a live shoot via Skype.





[VIEW VIDEO »](#)

**OVER//UNDER** *Social media promotional video, 2018*

Using the event flyer I designed as its basis, this video was created for use on various social media platforms. A version of the event's eponymous piece is gradually revealed, transitioning to the event info, and resolves to white so as to seamlessly loop when viewed on mobile devices.

*Artwork by Harrison Keys*





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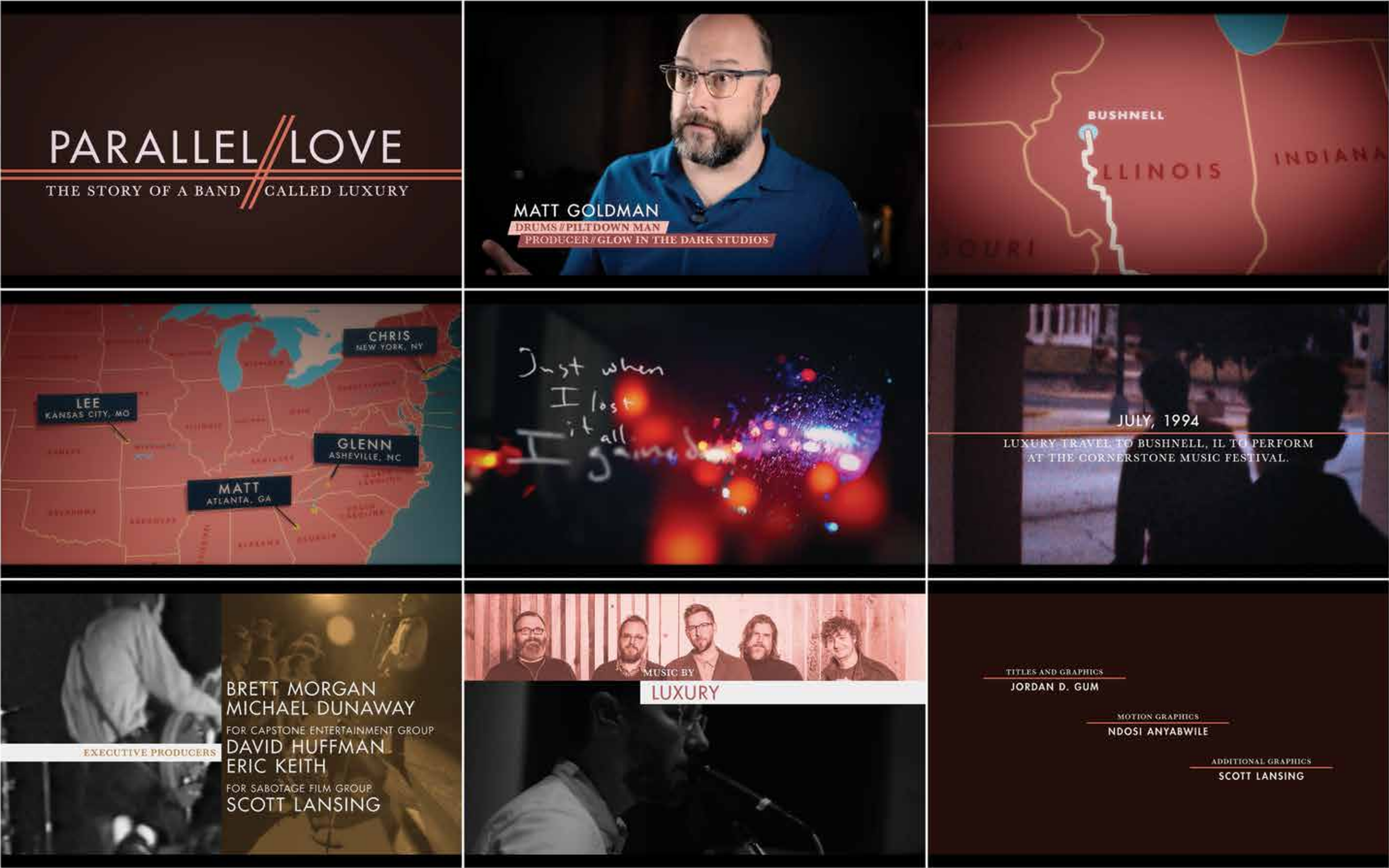
**ADULT SWIM GAMES** *Branded graphics for on-air promos, 2010*

This piece is one of a series of bookend/donut templates designed for use in on-air promos advertising the game offerings on *AdultSwim.com*.

After the final styles and storyboards were created, I provided art direction to the 3D artists at the contracted animation studio.

*Final animation by Primal Screen*





[VIEW TRAILER »](#)

**PARALLEL LOVE: THE STORY OF A BAND CALLED LUXURY** Logo, titles and graphics package, 2017  
For this music documentary, I designed the logo, opening and main-on-end titles, lower thirds, on-screen text and notations, end credits, and various narrative animations throughout. At times I also served as an unofficial style and art direction consultant.  
*Produced by Awake Productions*

FURNITURE DESIGN

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**THE ANGLERFISH NIGHTSTAND** *Custom furniture design (work in-progress), 2018*

Inspired by an affinity for mid-century furniture design, practical efficiency, and the oddities of undersea life, this nightstand concept features classic hairpin legs, a poseable reading lamp, and power outlets with multiple USB ports.



**THE LEANING TOWER OF PATATE** *Custom furniture design (work in-progress), 2017*

Exploring the marriage of form and function, the shelves of this potato bin are set at an angle in order to keep the contents from spilling out. The covers, affixed using concealed magnets, can double as cutting boards or serving trays, the grip holes serving as either dip or prep dish rests.

THANK YOU.

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