

ELIZA SINGERMAN WAPNER



Hello! I am Eliza, an artist, educator, and designer. I have been living in New Orleans, LA for the last 4 years. I have a passion for making ideas come to life and working with other people to create something wonderful. For the last couple years, I have been working as an educator and artist, and doing freelance brand strategy and graphic design work.

CONTACT

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EXPERIENCE

Branding
Social Media Strategy
Website Design
Production Design
Textile + Clothing Design

EDUCATION

STUDIO ART
Concentration in Fashion Design, Industrial
and Interaction Design, and Sculpture
BFA Syracuse University 2016

SOFTWARE SKILLS

InDesign
Illustrator
Photoshop
Premiere Pro
Shopify
Big Cartel
Square Space

LJRN



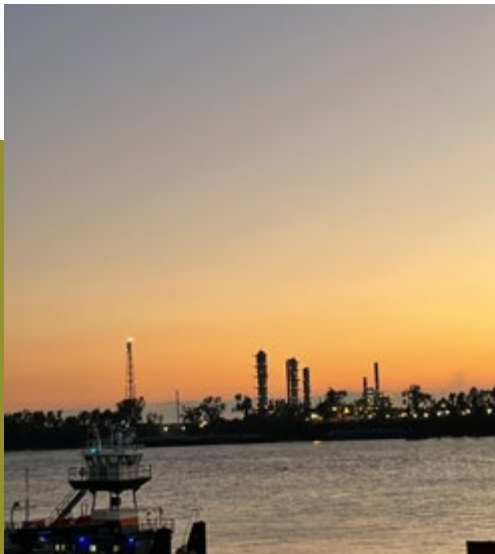
LOGO DESIGN



SOCIAL MEDIA STRATEGY

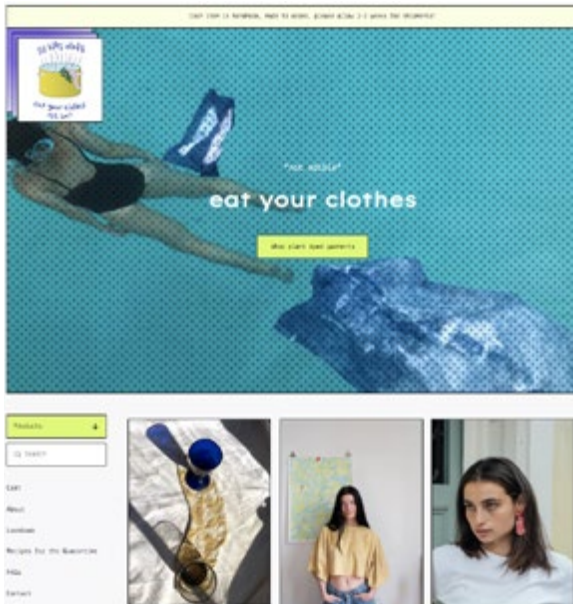
I designed this logo for Louisiana Just Recovery Network- an organization that I worked with in 2021-2022. LJRN's mission is to support the descendant communities of Southern LA as they repair, recover, and thrive from climate disaster and environmental injustice. After Hurricane Ida, LJRN began working with different community based organizations to organize immediate rebuilding efforts in St. James Parish. I began volunteering around this time and tarped and roofed houses all over St. James Parish.

This logo was designed to illustrate our connection from New Orleans to different locations in St. James Parish and LRJN's mission to rebuild through care.



From left to right:
Oil infrastructure on the Mississippi River, Illustration of a home near a work site, Repairing a roof with sugar cane and factories in the background all in Convent, LA.

LIL BITS CLOTH

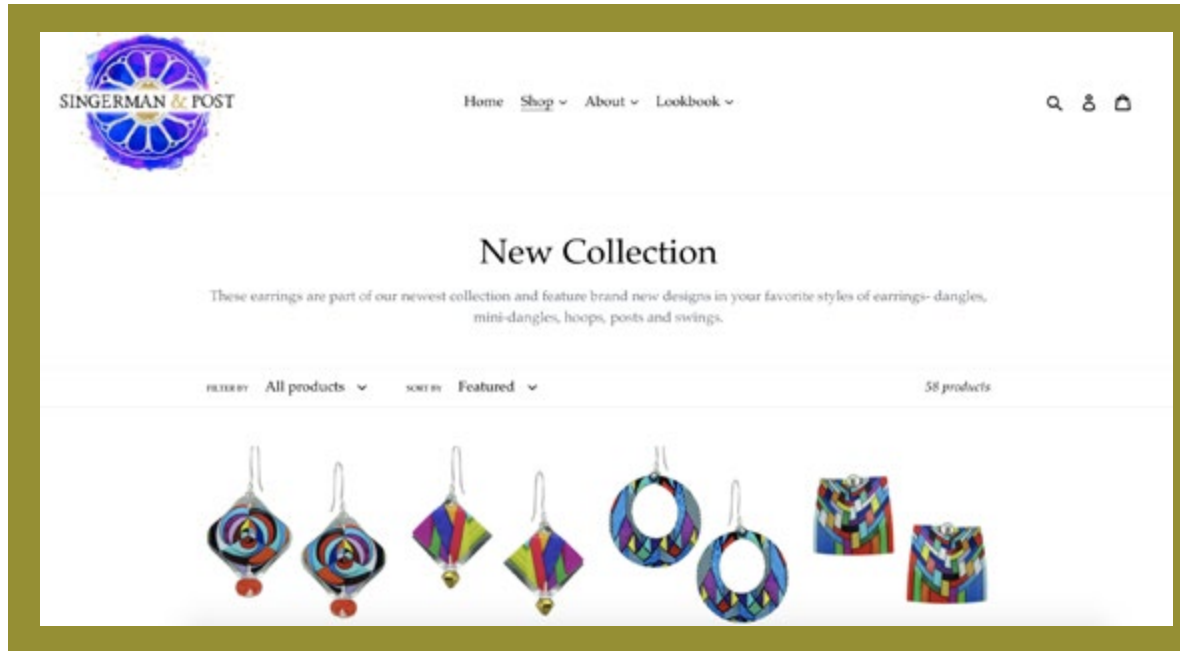


-  CLOTHING DESIGN
-  GRAPHIC DESIGN
-  WEB DESIGN
-  SOCIAL MEDIA



Lil Bits Cloth is a brand I created in 2017. It focuses on bespoke naturally dyed clothing. I design, pattern make, cut, sew, and dye all of the clothing in house using natural fibers and plant dye. I have also done all the branding, website management, and social media for this project. Through this brand, I have learned so much about running a business. I have been able to take on projects that grow my skills like print making patterns, making wedding dresses, and working with different stores + brands. It has connected me with different artists in New Orleans and all over the country.

SINGERMAN & POST



-  EARRING DESIGN
-  GRAPHIC DESIGN
-  WEB DESIGN
-  BRAND STRATEGY



Singerman and Post is a my Aunt and Uncle's jewelry business that I worked for from 2018-2020. They make feather light earrings from a metalized plastic. Their designs are colorful, fun, and unique. They have been in business for over 30 years. When I came on they were in desperate need for a website redesign. I worked with them to switch their platform to Shopify, set up a Mail Chimp, hire an illustrator to redo their logo, and executed photo shoots. I designed a couple of earring collections featuring bold patterns and new shapes.

FREE HOMA



LOGO DESIGN

Homa Hoofdar is a well known Iranian social anthropologist at Concordia University and a family friend. She is a dual citizen, and when she returned to Tehran to visit family, her passport was confiscated and she was banned from leaving the country. They labeled her a "feminist" and detained her without making the charges against her public.

I designed this logo for her release campaign. It became the main image used for the campaign and was used in protests from India to Canada, put on tee shirts and pins, and used in news segments. I designed this graphic to capture key bits of her personality- she always wore bright colors and bold lips- as well as illustrate her eventual release from prison.

TRIED TO BE EVERYTHING



PRODUCTION DESIGN



STYLING

“Tried to Be Everything” is a song by artist Eva Luvollo. The video is a collaboration between director Virginia Walcott, cinematographer Sam Aguirre- Kelly, and myself. The idea for the video centered around the song’s theme of trying to fit into different rolls created for you. We made three different worlds that all related to parts of Eva’s life. In these worlds were exaggerated versions of herself- the artsy poet, the gym buff, and cottage core girls girl. We made these worlds by creating hand painted sets, furniture, and costume styling.