

**LIZA OSIPOV**

GRAPHIC DESIGN

# LIZA OSIPOV



Currently based in Minneapolis, I am a Graphic Design student at the University of Minnesota. As a graphic designer I am focused on creating thoughtful, effective solutions through design and technology. I value collaboration and continuous learning with each project I create.

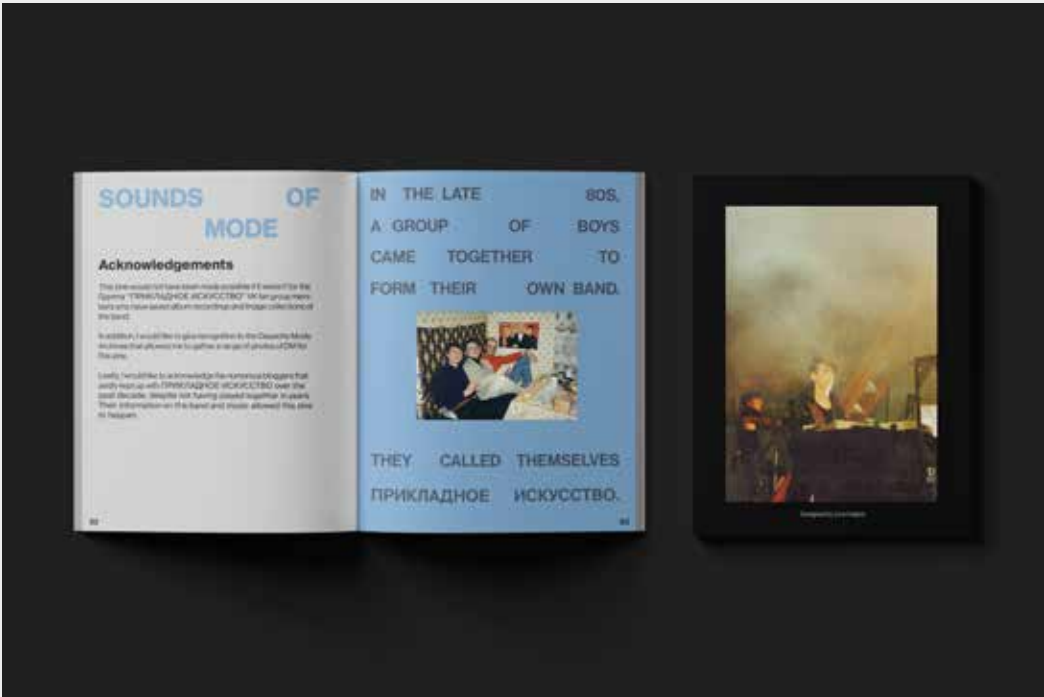
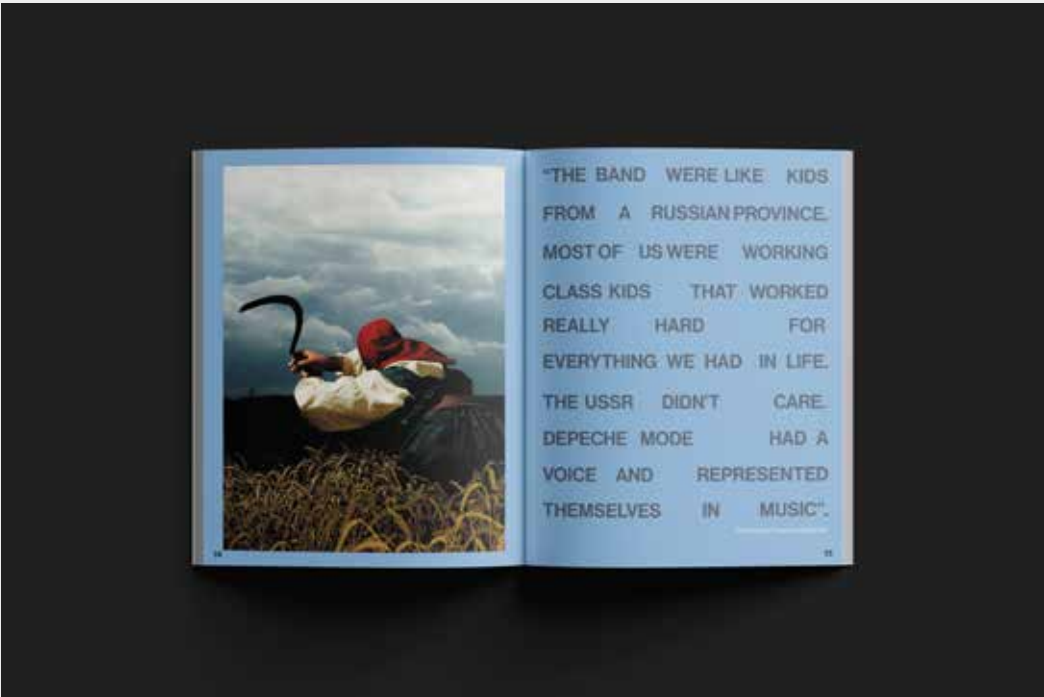
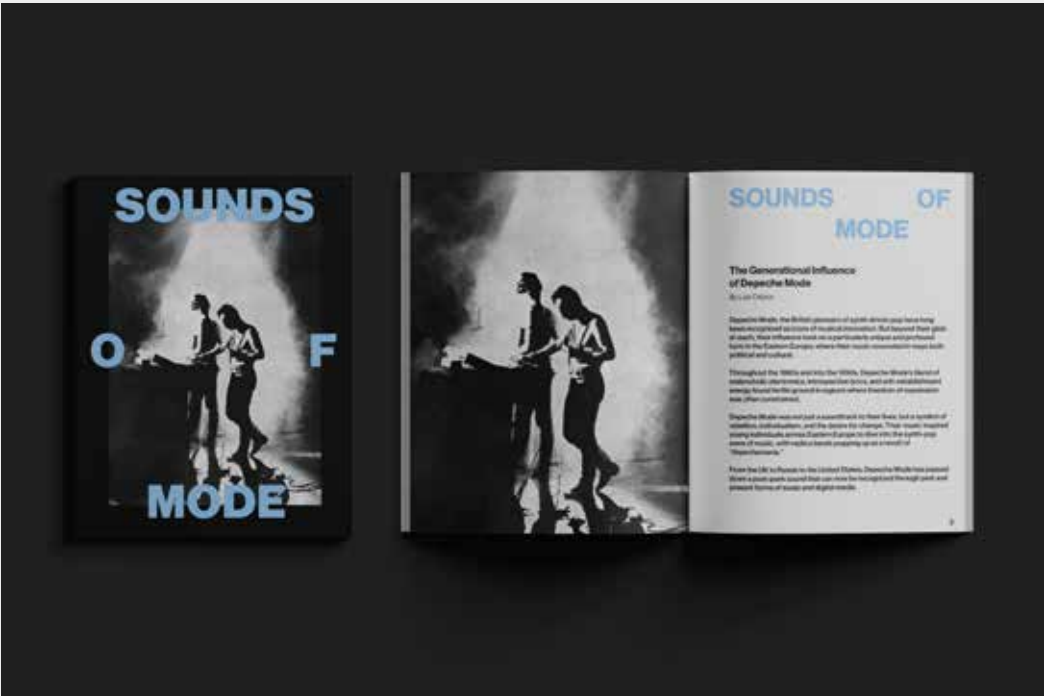
# LIZA OSIPOV



# LIZA OSIPOV

## SOUNDS OF MODE ZINE WINTER 2024

Sounds of Mode is a Zine that explores how music has played an influence on sounds throughout different generations. With this idea in mind, Sounds of Mode focuses on one specific band, Depeche Mode, and how their post-punk sounds played a huge role in the music that my family listens to and has created. The zine includes photographs of the Depeche Mode band and archive photos/excerpts from the band Прикладное Искусство.

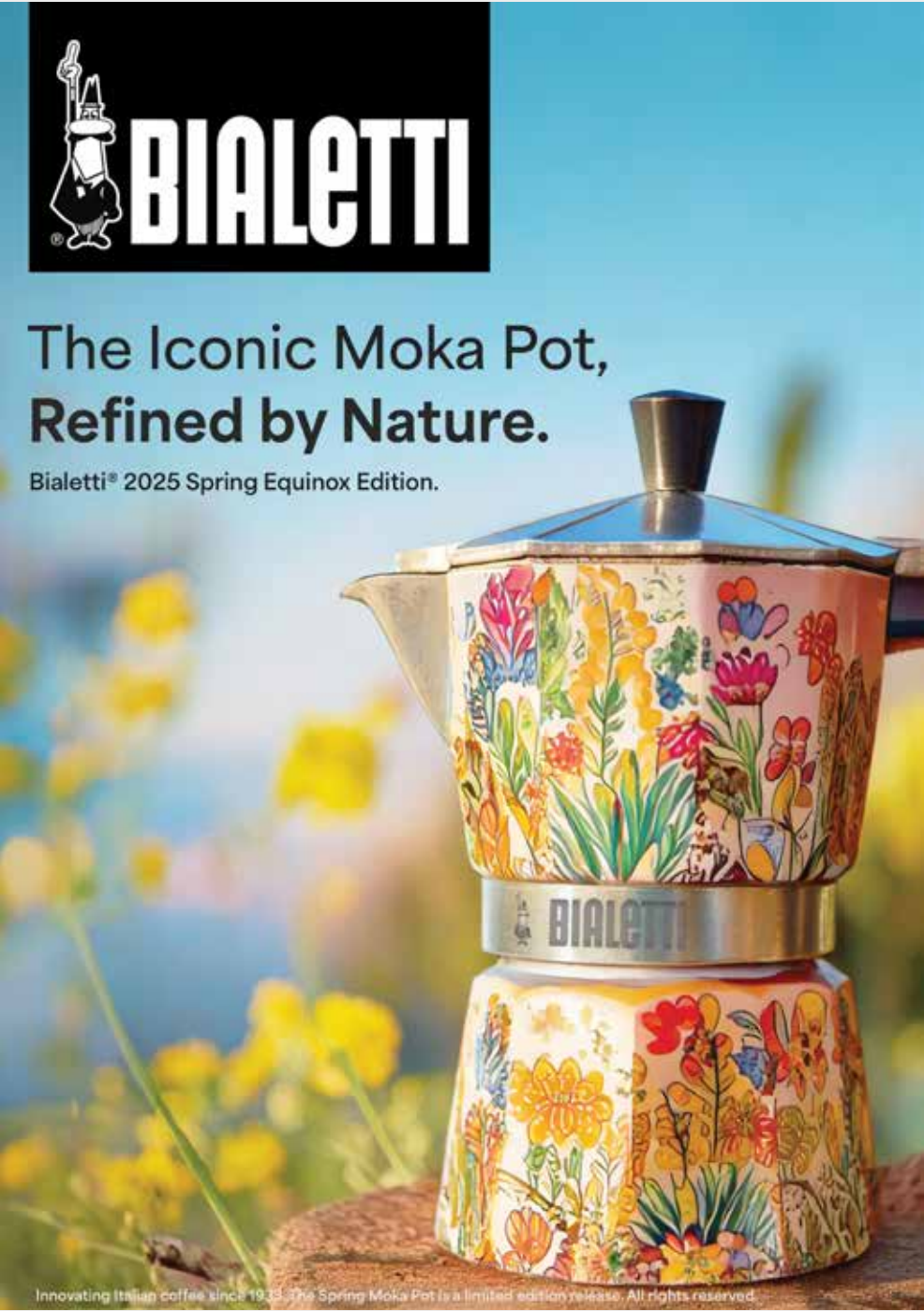




# LIZA OSIPOV

## BIALETTI PRODUCT CAMPAIGN SPRING 2025

This Bialetti product campaign was designed for a new mock Spring Equinox 2025 Bialetti Moka Pot release. Using Photoshop and Adobe Firefly, I leaned into bright and earthy palettes to echo the essence of spring, using images of flowers to evoke a sense of freshness in product and design.







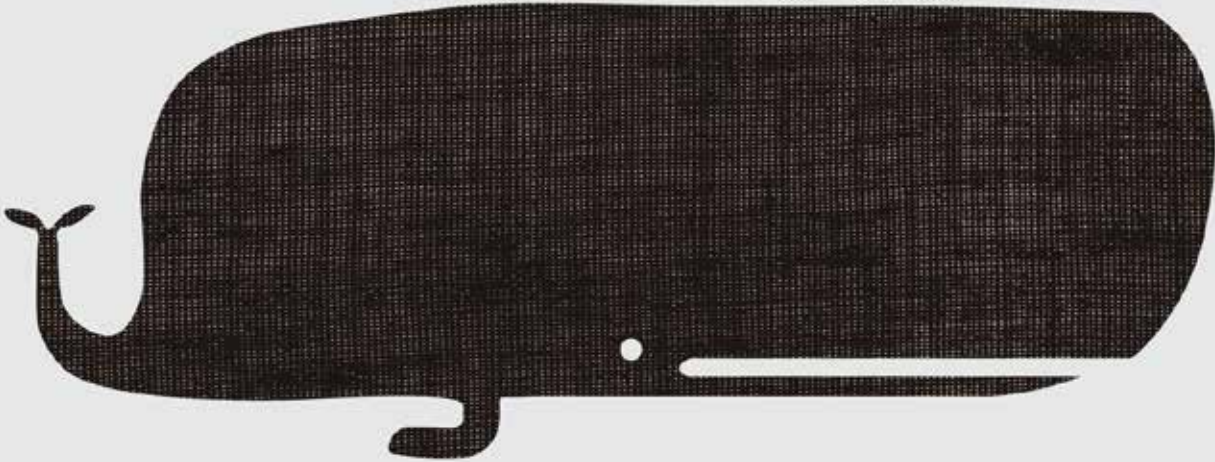


# LIZA OSIPOV

## THIRSTY WHALE BAKERY BRAND IDENTITY FALL 2024

The objective of this project was to redevelop the brand of Thirsty Whale Bakery to fit current trends of being minimalistic and modern, similar to the surrounding companies in the community. By redesigning the logo, this implemented changes within the overall branding of interior and exterior design elements.

THE THIRSTY WHALE



BAKERY AND CAFE







# LIZA OSIPOV

## BAR ITALIA CONCERT POSTER AND TICKETS SPRING 2024

This project was created for a mock concert for the band Bar Italia. The designs included a concert poster and concert tickets. Using Illustrator, this project was intended to create a new brand identity for the band for a new mock tour, without straying away from their original, edgy aesthetic.

# LIZA OSIPOV

## BAR ITALIA CONCERT POSTER AND TICKETS SPRING 2024



# LIZA OSIPOV

## THIRSTY WHALE BAKERY CASE STUDY

### Background Summary

The client we are working with for this project is Thirsty Whale Bakery. They are an independent bakery and coffee shop that specializes in cakes, donuts, and pastries.

At Thirsty Whale Bakery, they are dedicated to providing work that supports artistry, community, quality, and perfection.



## Original Branding

Their original brand identity utilized a cursive outlined font for their main logo. They had no specific type utilized for their menu, as it was written on a chalkboard in the store. They use their iconic whale image on all their current products to identify the brand. Imagery only includes photos of the past products they have created: specialty cakes.



## Donuts

### 11 Inch Shaped Donuts

\$10.99

### 3 Inch Shaped Donuts

\$4.00

### Holes - Individual Donuts

\$1.99 - \$3.10

### Whale Size Donut

\$15.00

### The Thirsty Whale Assorted Dozen (Mix of "Holes" and "No Holes")

\$31.50

### Vegan - 3 Inch Shaped Donuts

\$5.35

### No Hole - Individual Donuts

\$2.50 - \$3.99

### The Thirsty Whale Specialty Dozen (Ultimate Assortment of Gourmet Donuts)

\$39.99

### The Lady Finger

\$3.25

### The Thirsty Whale Standard Assortment (All basic "Hole" donuts)

\$27.00





## Brand Identity Goals

The objective of this project is to redevelop the brand of Thirsty Whale Bakery to fit current trends of being minimalistic and modern, similar to the surrounding companies in the community. By redesigning the logo, this will implement changes within the overall branding of interior and exterior design elements. The baked goods will remain the same, but to fit with a more minimalistic brand, they are looking to size down the menu to seem more in demand.



## Tone Words

### Modern

The location where this bakery is, Wayzata, is known for being wealthier and attracting in more sophisticated costumers. Modernizing the current identity of the brand would appeal more to the target audiences, as well as blend better with the neighborhood. Simplifying the branding is important for creating a clean cut brand through modernization.

### Refined

Bakery products are known for being made with precision and detail. This detail should be reflected throughout the typography of the brand which is why products of this rebrand will be much more simplified and sophisticated. This will amplify the precision of the products if it is promoted through its branding, which is what costumers interact with first when entering a store.

### Mellow

The target audience of a work from home web developer does not want to work in a space where colors, sounds, and decorations are distracting them from their needs. It is important to utilize this rebrand as an opportunity to change the mood of the store, a place where people can relax without being faced with an identity that is scattered and bright colored.

Persona



ELISE SPAULDING

*"I am looking for a modern space where I can relax and work from home that has unique coffee and baked goods".*

**Gender**  
Female

**Age**  
27 years old

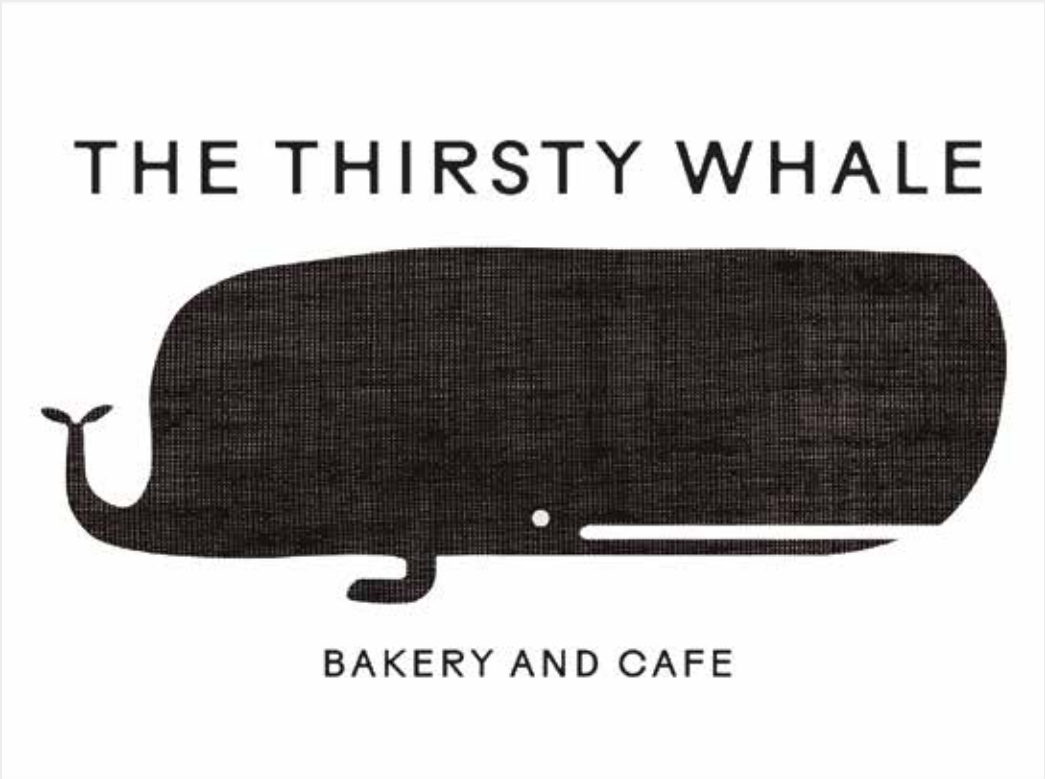
**Occupation**  
Web Developer

**Salary**  
\$95,000 a year

**Status**  
Married - *Husband (29)*

**Location**  
Wayzata, Minnesota

**Race**  
White



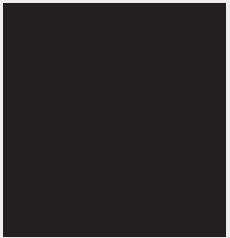
Headline:

Neue Haas Grotesk Display

Body Copy:

Body Copy Typeface: Neue Haas Grotesk

Type out a few sentences to see what your text looks like in a paragraph form. This is what it looks like **bold**. Here it is *italicized*, and wooooah here it is ***italicized and bold***. Lightweight here and *italic lightweight* here just to get the feel of it all.

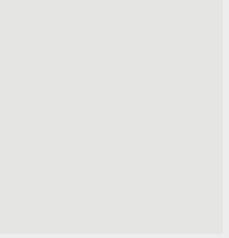


ABBADON BLACK

HEX: #231F20

RGB: 35, 31, 32

CMYK: 0, 0.11, 0.09, 0.86



MERCURY

HEX: #E5E5E5

RGB: 229, 229, 229

CMYK: 0, 0, 0, 0.10







# LIZA OSIPOV

## Contacts

Website: [lizaosipov.com](http://lizaosipov.com)

Email: [Osipov.Liza@gmail.com](mailto:Osipov.Liza@gmail.com)

LinkedIn: [@LizaOsipov](https://www.linkedin.com/company/@LizaOsipov)