Elise Swopes | Biography

I was born in St. Paul, Minnesota on one of the coldest days in Minnesota’s history but there isn’t much of a personal connection to St. Paul because my parents moved to Gurnee, IL in 1992 when I was about two years old. My dad home schooled my brother and I for quite some time until about fourth grade when I started public school.

When I arrived I excelled at art, science and math. This led to my parents buying our first computer where I learned how to code and create art in Adobe programs like Photoshop and Illustrator. I owned my first website when I was in 6th grade that had tutorials, cute pixel designs and a forum. This was my first business as a freelance designer! I was so excited that I continued to design when MySpace became popular. I created another website that had layouts for people to buy and use. I was a middle school phenomenon in design to many of my teachers.

Throughout high school I designed but focused most on working outside of designing because there wasn’t much design work anymore with MySpace slowing down and I needed real money for college. I chose to study at Columbia College Chicago for a major in graphic design and a minor in media management. This was the best choice considering it was something I had always loved doing.

Eventually, I began creating artwork with my iPhone and made a name for myself on the app Instagram. At some point, Instagram blew up with users and I gained thousands of followers within months. In time, I created a brand for myself and began working as an influencer on many campaigns with big brands like Nike, Sony, Coach, Discovery Channel and Enjoy Illinois. Today, I continue to travel the world doing Instagram campaigns as a photographer and influencer through 247 Laundry Service.