LINDA FACCI

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917.445.4537

PORTFOLIO
www.faccidesigns.carbonmade.com

WEBSITE
www.faccidesigns.com

BLOG
www.faccidesigns.blogspot.com

INSTAGRAM
@faccidesigns

EXPERIENCE

FACCI DESIGNS
GRAPHIC DESIGNER • FIBER ARTIST

Develops, designs and produces: logos, promotional/marketing signage, including posters, banners, eblasts, advertisements, packaging and presentations. Fiber artist creating mini, custom needle felted sculptures of owner's pets, wedding cake toppers and faux taxidermy. Weaves and creates sculptural branch art.

MAGNOLIA BAKERY
CREATIVE DIRECTOR December 2009 - August 2018

Responsible for the design and production of all printed marketing and promotional material for Domestic and International stores. Developed merchandising plans and innovative visual displays for new store openings. Created and hand-made one-of-a-kind displays/ decorations to install in retail environments. Implemented and coached store staff and managers to apply these brand standards to display windows and interior environments which reflect the Magnolia image. Developed special food products for bakery as well as for partnerships with Broadway shows and charities. Styled and photographed products for web and signage. Worked closely with Magnolia Bakery owners, outside vendors and manufacturers to source, develop and create new merchandise for in-store and online. Created seasonal concept books and franchise manuals.

EVERYDAY WITH RACHAEL RAY MAGAZINE
DESIGNER November 2007 - November 2008

Designed and produced promotional/marketing material.

IN STYLE MAGAZINE, TIME INC.
DESIGN DIRECTOR/PROMOTION, August 1993 Launch - August 2007

Directed, designed, produced and budgeted promotional/marketing material such as direct mail, POP displays, packaging, special advertising sections, logos, brochures, sell sheets, invitations, sales presentations and on-site event branding (including materials for large-scale signature events such as Golden Globes, Oscars and the Grammy's.) Managed and directed designers and copywriters. Styled, directed and produced photo shoots and event installations; hired and art directed photographers, stylists and illustrators. Drive projects to completion by coordinating with merchandising, events, ad sales, production, online, and editorial depart- ments. Brainstorm on concepts for client merchandising, events, gifts and premiums.

PEOPLE MAGAZINE, TIME INC.
ART DIRECTOR/PROMOTION, May 1991- June 1997

Directed and designed promotional material, including direct mail, videos, brochures, posters, special sections, logos, presentations; designed photo exhibits; hired and supervised freelance designers, illustrators and photographers.

LIFE MAGAZINE , TIME INC.
SALES DEVELOPMENT PROJECT COORDINATOR, Dec 1988 - May 1991

Responsible for creating and managing design of special projects, including special sections, advertorials, coverwraps, slide and board presentations, sell sheets, teaser ads, sales proposals and invitations.

EDUCATION

PRATT PHOENIX SCHOOL OF DESIGN
Associate Degree in Graphic Design and Advertising

COMPUTER SKILLS

In Design, Adobe Illustrator, Adobe Photoshop, PowerPoint, iMovie, and Microsoft Word

CRAFTS RESUME FOLLOWS

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OTHER SKILLS

Mosaic Work; Needle Felting; Sewing; Home Renovation & Construction; Pottery; Gardening; Tin Metal Work; Papier Mache; Refinishing, Painting and Distressing Furniture; Knowledge of Power Tools; Cooking; Baking; Graphic Design; Stone Work; Photography; Shoemaking; Wallpaper Hanging; Wall Painting Techniques including Stucco and Veneer Plaster

CRAFTS EXPERIENCE

VOANEWS.COM
Featured in a video for my felted dogs.

ART INSIDER
Featured in a video for my felted dogs. Garnered over10 million views.

NATIONAL TELEVISION SHOWS AND ONLINE
ABC's The Chew, HGTV'S "Crafters Coast To Coast" TV Show and
HGTV's "Look What I Did" TV Show
Profiled on a national television show for craft segments and the design, renovation and construction of my spa bathroom.

EHOW.COM
Craft Expert for eHow.com & eHowArtsAndCrafts.com Developed over 30 How-to videos showcasing different crafts.

MARTHASTEWARTWEDDINGS.COM
Featured three times for my handmade, felted animal wedding cake toppers and my stop-motion videos.

PRODUCT DESIGN
Partnered with Toys "R" Us to produce and sell a children's lunchbag concept I developed. Sold in their stores for Back-to-School season.

CO-SPONSORED PROJECTS
Shutterfly & HP. Partnered with both companies to create product.

FACCI DESIGNS BLOG
Create, write and photograph How-To craft projects. Showcase a house my husband and I renovated from the ground-up. Designed and built an entire kitchen addition to back of house.

RETAIL
Handcrafted products sold in NY stores. Needle felted animals, jewelry, slippers, mosaics.

IN STYLE MAGAZINE
Facci Designs handmade jewelry featured in two issues of the magazine.

THIS OLD HOUSE MAGAZINE AND COTTAGE LIVING MAGAZINE
Featured and photographed for a story on the design and construction of the pergola my husband and I built for our wedding. Wrote an article and companion piece "10 Ideas for a Great Garden Wedding" and "Tips for Budget-Saving Ideas".

ART JEWELRY MAGAZINE & STUDIO PMC MAGAZINE
Wrote and photographed a four page, how-to article on my fine silver jewelry. Fine-silver, hand crafted rings featured in the art gallery section.

LIFE MAGAZINE
Created a mosaic light switch cover and wrote the article for "Weekend Crafts".

FRESH HOME MAGAZINE/BLOG CRAFTS CONTRIBUTOR
Created and photographed monthly How-To projects for magazine and blog.