

# SILVIA FASCHI

Illustration.Design.FineArt.

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## **EDUCATION**

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School of Visual Arts, New York, NY BFA in Illustration - 2002-2006

## **WORK EXPERIENCE**

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### **Art Director and Design Professional - Sustainable Youth LLC (2010 - Present)**

#### **CREATIVE:**

- Designing marketing materials for the company, implementing changes to existing artwork and creating new artwork for booklets, flyers, business cards, mail cards, as well as for existing and proposed products and packaging.
- Creating imagery for print, web, powerpoint presentations, animations, and video.
- Concept development for brand and for new website.
- Storyboards, concept development and artwork for promotional videos.
- Product photography, photo retouching.
- Artwork and layout for all promotional e-mails.

#### **ADMINISTRATIVE:**

- Shipment and inventory of products, answering phones, filing, attending conference calls with clients and scientists.
- Translating to and from Italian.
- Interviewing spokespeople to represent the brand for QVC in Milan.
- Updating Social Networking sites.
- Conducting surveys and questionnaires as well as doing online product research for brand development.

### **Graphic Designer and Illustrator - Fly Communications (2008 – 2010)**

- Designing marketing materials for clients.
- Consulting and collaborating ideas with design team.
- In charge of development of comprehensive marketing and promotional materials.
- Preparing artwork for film output and printing.
- Preparing brand packaging for existing and proposed products and implementing changes to existing artwork.
- Photo retouching for print and web.
- Responsible for creating graphic user interface for promotional websites.
- Creating direct mail promotions such as logos, brochures, and catalogs, following the established guidelines of different brands. Update content of periodical websites.

Partial client list includes: Pernod Ricard, Absolut, American Express, Marks Paneth & Schron , French Culinary Institute, New York Jets, and Amazon.com.

## **Painter, Graphic Designer and Illustrator - Pinto Studio LLC (2006 - 2009)**

- Hand painted Pinto studio seasonal garments and fabric accessories collections 2006-2008.
- Created visual elements and design layout for trunk show advertisements.
- Created digital and painted illustrations for fashion stationery, children's cards and children's book as well as product and package design.

## **Graphic Designer and Illustrator - Major Jane Insane Productions (2006 - 2009)**

- Created concept art, character designs and backgrounds for graphic novel and animation.
- Created storyboard illustrations in collaboration with the writer of screenplay.

## **Graphic Designer and Illustrator - Vampyre Confidential Inc. (2006 – 2007)**

- Created concept illustrations to promote the Vampyre confidential novel and script.
- Illustrated a section of the Vampyre Confidential graphic novel based on the script under the guidelines of Joe Ritter, writer of Vampyre Confidential.

## **Art Director and Head Graphic Designer - 3iYing Inc. (2005 – 2006)**

- Led a team of interns and employees as an art director through our re-branding process,
- Created multi-media advertising campaigns, marketing materials, short videos, logos, packaging, and new all-encompassing branding strategies for leading brands including: L.e.i. Jeans, Axe, Coca Cola, Dasani, Tampax, No Boundaries.
- Wrote weekly articles with 3iying team for Businessweek.com.

## **EXHIBITIONS**

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Illustration SVA Thesis Exhibition, NYC - Spring 2005

Antagonist Art Movement Exhibitions, NYC - Spring 2006, Fall 2007, Winter 2007

Personal Exhibition - Circolo Degli Artisti - Rome, Italy - 2009

Personal Exhibition - Pathos - Rome, Italy – 2009

## **PUBLICATIONS**

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- Portfolio 27, NYC: School of Visual Arts, 2006
- Artist's Interpretation, NYC, 2007, 2008 - Magazine
- Hello, Pouncer - 2008 - Book
- A is for Arizona - 2009 - Book
- Hello Sammy C. Hawk- 2010 - Book
- Feeling Safe With Officer Frank - 2011 - Book
- Carolina A to Z - 2011- Book
- The Adventures of Simba the Frisky Feline - 2011 - Book
- Hello, Rufus! - 2012 - Book
- Hello, Hawk! - 2012- Book
- Hello Bobby the Bobcat! - 2012- Book

## **TECHNICAL SKILLS**

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Platforms - Mac OS 9/10, Windows Vista/XP/ME/2000      ADOBE - Photoshop, Illustrator, Indesign, Acrobat  
Pinnacle Studio editing software , Microsoft Office Suite - Word, Excel, Powerpoint, Outlook

## **LANGUAGES**

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Good verbal and written communication skills, strong interpersonal skills.  
Fluent in Italian, conversational in French and Spanish.