

Terry Ann Fernando

ta@onpointdesignstudio.com
(443) 745-6369

onpointdesignstudio.com

SUMMARY

- Highly organized art director with nine years experience managing projects and designing digital and print solutions for a wide range of clients
- Effective manager, responsible for goal-setting, evaluating progress, and mentoring of junior staff
- Seasoned problem-solver skilled at working simultaneously on multiple projects and collaborating with clients and colleagues

EXPERIENCE

Creative Director, Owner

On Point Design, LLC, Raleigh, NC

Apr 2016–present

- Coordinate design and implementation of digital and print projects for clients in various industries, including education, consulting, finance, and the nonprofit sector. Selected clients listed below.

Changeis, Inc.

A management consulting firm that supports the Federal Aviation Administration

Tidewater, Inc.

An environmental compliance and remediation firm that contracts with federal and state entities across the country

DDC

A public affairs firm that develops comprehensive solutions for top brands worldwide

Addiction Policy Forum

A nonprofit organization working to raise awareness about addiction and improve national policy

Art Director

DDC, Washington, DC

Dec 2013–Mar 2016

- Conceptualized and implemented visual solutions for Fortune 500 companies in a fast-paced environment
- Managed comprehensive campaigns that included branding, websites, social media graphics, infographics, digital advertising, videos, and collateral
- Supervised and guided junior designers; assigned projects from daily work queue; managed freelance designers, and handled freelancer invoicing and budgeting

Lead Designer

Top Shelf Design, Arlington, VA

Jun 2011–Dec 2013

- Managed design process for print and web projects from beginning to end: brainstorming, ideation, refinement, integration of client feedback to finished product
- Led design assessments with clients from a wide range of industries, handled daily client communication and problem-solving
- Coded design files into HTML/CSS, validated, tested across major web browsers, and revised to ensure compatibility
- Collaborated with developers to ensure integrity of design from statically coded HTML/CSS files to live site with integrated CMS; conducted quality assurance (QA) examinations of beta websites

Senior Graphic Designer

HNTB Corporation, Arlington, VA

Jun 2009–Jun 2011

- Conceptualized, designed, and coordinated production of all graphic elements for proposal documents and presentations; maintained HNTB brand identity in all designs
- Lead designer for Anacostia Waterfront Initiative's commemorative book, produced for DC Mayor Adrian Fenty's office and distributed to political officials and the public during 10-year anniversary celebration

EDUCATION

Rochester Institute of Technology, Rochester, NY

MFA, Graphic Design; Interactive Media Minor

May 2009

Gettysburg College, Gettysburg, PA

BA, Studio Art and Art History; Concentration in Psychology

May 2007

Denmark's International Study Program, Copenhagen, Denmark

Jan–May 2006

PROFESSIONAL ACTIVITIES

Phi Beta Kappa National Honor Society

Feb 2007–present

Mentor, AIGA DC SHINE Program

Jan 2016–May 2016

SOFTWARE

Mac & PC: Adobe CC: InDesign, Illustrator, Photoshop, HTML and CSS, Microsoft Office, Wordpress