

# Terry Ann Fernando

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## SUMMARY

- Highly organized art director with a decade of 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 others
- Talented artist skilled at creating realistic drawings based on photographs

## EXPERIENCE

### Creative Director, Artist, Owner

Apr 2016–present

On Point Design, LLC, Raleigh, NC

- 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*

#### Ajinomoto

*A global company dedicated to providing greater wellness to people through amino science*

#### DDC

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

#### Washington Post

*Well-known digital and print news organization*

- Create realistic colored pencil dog portraits for dog owners nationwide

### Art Director

Dec 2013–Mar 2016

DDC, Washington, DC

- 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

Jun 2011–Dec 2013

Top Shelf Design, Arlington, VA

- 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

Jun 2009–Jun 2011

HNTB Corporation, Arlington, VA

- 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

May 2009

MFA, Graphic Design; Interactive Media Minor

### Gettysburg College, Gettysburg, PA

May 2007

BA, Studio Art and Art History; Concentration in Psychology

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

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