

# Terry Ann Fernando

TA@onpointdesignstudio.com  
(443) 745-6369

onpointdesignstudio.com

## SUMMARY

- Highly organized creative director with more than a dozen years of experience managing projects and designing digital and print solutions for a wide range of clients
- Supportive and effective instructor in online/remote setting
- 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 adept 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.
- Manage client communication, invoicing, and coordination with contract designers, writers, and developers
- Create realistic colored pencil dog portraits for dog owners nationwide

### Online Adjunct Instructor

Aug 2021–present

Rasmussen College, Brooklyn Park, MN

- Teach Advanced Image Editing and Senior Design Capstone online courses using Blackboard platform
- Communicate with students through discussion boards, posted announcements, and emails
- Host weekly Live Classroom session to further explain concepts and answer student questions

### Online Adjunct Faculty

Jun 2021–present

Southern New Hampshire University, Manchester, NH

- Teach Graphic Design 101: Basic Design and Color Theory online course using Brightspace platform
- Communicate with students through discussion boards, posted announcements, and emails
- Responsible for timely grading and feedback delivery

### Subject Matter Expert

Dec 2020–Feb 2021

Rasmussen College, Brooklyn Park, MN

- Developed content and design assignments for new Advanced Image Editing online course
- Coordinated with Graphic Design department chair to ensure content met established learning objectives

### 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

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<b>EXPERIENCE</b>	<b>Senior Graphic Designer</b> HNTB Corporation, Arlington, VA	Jun 2009–Jun 2011
	<ul style="list-style-type: none"><li>• Conceptualized, designed, and coordinated production of all graphic elements for proposal documents and presentations; maintained HNTB brand identity in all designs</li><li>• 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</li></ul>	
<b>EDUCATION</b>	<b>Rochester Institute of Technology, Rochester, NY</b> MFA, Graphic Design; Interactive Media Minor	May 2009
	<b>Gettysburg College, Gettysburg, PA</b> BA, Studio Art and Art History; Concentration in Psychology Denmark’s International Study Program, Copenhagen, Denmark	May 2007 Jan–May 2006
<b>PROFESSIONAL ACTIVITIES</b>	Phi Beta Kappa National Honor Society Mentor, AIGA DC SHINE Program	Feb 2007–present Jan 2016–May 2016
<b>SOFTWARE</b>	Adobe CC: InDesign, Illustrator, Photoshop, XD, HTML and CSS, Microsoft Office, Wordpress	