

# Terry Ann Fernando

terryannhayes@gmail.com  
(443) 745-6369

onpointdesignstudio.com

## SUMMARY

- Highly organized, self-motivated creative director with 15 years experience managing projects and designing digital, animated, and print solutions for a wide range of clients
- Seasoned problem-solver skilled at working simultaneously on multiple projects and collaborating with others
- Supportive and effective instructor in online/remote setting
- Effective manager, responsible for goal-setting, evaluating progress, and mentoring of junior staff

## 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.
- Design proposals, PowerPoint presentations, and graphics for government agencies including the Federal Aviation Administration, the Department of Health and Human Services, and the Department of Transportation
- Manage client communication, invoicing, and coordination with contract designers, writers, and developers
- Create realistic colored pencil dog portraits for dog owners nationwide

### Video Art Director

Jan–Oct 2023

NAVHDA International, Arlington Heights, IL

- Wrote script and created storyboard for 15-minute video about North American Versatile Hunting Dog Association's Utility Test for hunting dogs
- Art directed video shoot on location in Kansas; collaborated with video production team
- Provided edits on rough cut and compiled feedback from various NAVHDA directors

### Online Adjunct Instructor

Aug 2021–Aug 2023

Rasmussen College, Brooklyn Park, MN

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

### Online Adjunct Faculty

Jun 2021–Aug 2023

Southern New Hampshire University, Manchester, NH

- Taught Graphic Design 220: Intro to Digital Imaging online course using Brightspace platform
- Communicated 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

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## EXPERIENCE

### 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, presentations, and publications; 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

## VOLUNTEER ACTIVITIES

**Podcast Host**, The Accidental Bird Dog Podcast

Mar 2023–present

**Vice Chair of the Board**, The Bird Dog Society

Aug 2022–present

**Volunteer Photographer**, NAVHDA Invitational

Sep 2021–present

**Test Secretary**, NAVHDA Tarheel Chapter

Apr 2020–Dec 2022

**Mentor**, AIGA DC SHINE Program

Jan 2016–May 2016

## SOFTWARE

Adobe CC: InDesign, Illustrator, Photoshop, and XD; HTML and CSS; Microsoft Office, Wordpress, Squarespace, Weebly, Webflow, and Figma