

Ana Terstage

Senior Graphic Designer / Senior Digital Designer

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PROFESSIONAL SUMMARY

Senior Graphic Designer with 20 years of experience, specializing in graphic design and marketing strategy. Adept at collaborating with cross-functional teams, I focus on delivering innovative, visually compelling solutions that align with brand objectives and drive measurable business growth. Passionate about elevating brand presence and crafting designs that resonate with target audiences.

KEY SKILLS

- Website Design
- UX UI Design
- Logo Design
- Typography
- Illustration
- Presentation Design
- WordPress
- Adobe Creative Suite
- Canva
- Photoshop
- Figma / XD
- Email Design / GIFs
- HTML / CSS

CAREER HIGHLIGHTS

Brand Evolution Leadership:

Directed the evolution of Catalyst's visual brand identity, including the design direction for the company's new website launched in January 2025.

Versatile Design Expertise:

Managed diverse creative projects at Foundation Software, producing direct mail, landing pages, email campaigns, event materials, trade show booths, and print ads.

PROFESSIONAL EXPERIENCE

Art Director and Lead Digital Designer, Catalyst, Inc., New York, NY (remote) January 2022 - present

Concept, design, and execute digital and print marketing collateral including website landing pages, event materials, digital marketing and social media visuals, and visual brand identity.

- Led the evolution and refinement of Catalyst's visual brand identity, shaping the design direction for the company's new website, successfully launched in January 2025.
- Created and executed concepts for the 2025 Catalyst Awards Dinner & Celebration in NYC, an all-day conference and evening awards ceremony for diversity, inclusion, and belonging professionals.
- Implemented Canva into our everyday creative process flow.

Freelance / Contract Graphic Designer, Ana Terstage Designs, LLC, Cleveland, OH August 2020 - present

Founded and managed a successful freelance design business, delivering creative solutions to 12+ clients through word-of-mouth referrals. Specialized in logo design, WordPress website development, packaging design, and UI design. Key projects include:

- Designed the Punchy website and evolved stylized graphics from their simple logo.
- Created the logo and website for Bensmen Design Studios (San Francisco, CA).
- Developed logo concepts and packaging designs for Fort Hope Brewery.

Senior Graphic Designer, Foundation Software, Strongsville, OH March 2014 – August 2020

Led design efforts on a small in-house marketing team, managing projects from concept to completion. Delivered impactful materials including direct mail, landing pages, email campaigns, event collateral, trade show booths, and print ads. Collaborated with stakeholders to maintain brand consistency and drive engagement.