

Ana Terstage

Senior Graphic Designer / Senior Digital Designer

(440) 655-4478 / email: anaterstage@gmail.com / portfolio: anaterstage.com / linkedin.com/in/ana-terstage

PROFESSIONAL SUMMARY

Senior Graphic Designer with 20 years of experience, specializing in graphic design and marketing strategy. I focus on delivering innovative, visually compelling solutions that align with brand objectives and drive measurable business growth. Dedicated to elevating brand presence and crafting designs that resonate with target audiences.

PROFESSIONAL SKILLS

- Website Design
- Logo Design
- Typography
- Illustration
- Presentation Design
- Adobe Creative Suite
- Canva
- Figma / XD
- Email Design / GIFs
- HTML / CSS
- Asana / Project Management
- Print & Digital Experience

PERSONAL STRENGTHS

- Self-motivated and proactive
- Strong communicator
- Empathetic and people focused
- Cross-functional collaborator
- Organized list-maker
- Authentic, enthusiastic and positive
- Tech savvy and quick to learn new tools

PROFESSIONAL EXPERIENCE

Lead Digital Designer, Catalyst, Inc., New York, NY (remote) January 2022 – March 2026

- Created and executed concepts for events and conferences, data visualization and research reports, sales enablement presentations and flyers, and multi-channel marketing campaigns.
- 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.
- Implemented Canva into our everyday creative process flow.
- Designed email and landing page templates for our fresh launch of HubSpot.

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. I specialize in logo design, WordPress website development, packaging design, sales enablement materials, and marketing 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 cross-functionally with teams to uphold brand consistency and strengthen engagement.