



Ted Houser | Portfolio: TBSDesigns.com
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1329 Lombard Street, Philadelphia, PA 19147

Production coordinator & graphic designer with professional experience in all aspects of design for clients ranging from fringe event production companies to monthly industry magazines to website designs. A deep understanding of design practices & brand management.

- Expert in adobe creative suite, graphic production design - print & web, digital
- International Logo Designer
- Proficient in building CMS databases (*Claris Filemaker Pro*)

Professional Experience

International Symposium On Arthrogyriposis, Volunteered Graphic Designer | Current

- Designed logo for the 2024 4th International Symposium on Arthrogyriposis (*English & French version*)

AMCSI | AMCSupport.org | Graphic Production Artist/Social Media Coordinator | March 2023 to Current

- Web Design | designed AMCSI website in WordPress, improving UI and workflow of online forms
- Doubled Scholarship program from social media promotion (*additional \$5k*)
- T-Shirt design for AMC Awareness Day Winner (*Board & AMCSI Members choice, raised over \$11k online sales*)
- Raised over \$3k on a new AMC Holiday Fund with the founder
- Developed a Filemaker database, streamlined data flow/operation processes

Palma Classic Cars | palmaclassiccars.com, Graphic Web Designer | Jan. 2006 to current

Design & maintain website with daily hand-outs, flyers, banners & corporate branding

Three Expo Events | 3xevents.com (*specializing in fringe events*), Production Coordinator | Jan. 2014 to Dec. 2022

Produced sales & marketing collateral, both digital & print, logo designs & corporate branding. Responsible for the design & coding of a CMS sales database. Built will call & media databases that were used on-site, at the events.

- Increased website traffic by 80% & sales by 40% by taking pre-designed assets from an ad agency & implemented all of the artwork for distribution to both major media companies as well as direct to consumer advertising
- Promoted event exposure with exhibitor & sponsor marketing materials (digital & print)
- Gained social media followers by promoting posts from the wordpress websites
- Increased exhibitor sales by 30% -40% with email & social media marketing campaigns
- Streamlined sales processes by 80%-90% by building the sales database & advanced on-site processes with a will call & media database by 70%-80%

AMCSI | AMCSupport.org | Volunteered Graphic Designer | February 2015 - May 2021

- Improved AMC awareness 100% through social-marketing designs

Arett Sales | greensmith.com, Graphic Web Designer | March 2007 to June 2013

Created corporate branding, logo designs, promotional materials, page layouts & website design maintenance.

- Designed marketing collateral for Arett's Open House trade show event that increased ticket sales by 40%
- Sold print & website design to clientele
- Ensured advertising achieved clientele's marketing goals
- Developed inserts/mailers, flyers, postcards

Skills

- Social Media Marketing
- WordPress (*CSS & HTML*)
- Expert in: Adobe Illustrator, Photoshop, Indesign, Dreamweaver & Acrobat
- Corporate branding
- Email & email signature design
- Proficient in CMS database build (*Filemaker Pro*) & Microsoft Word & Excel
- Sales experience (*for design ads & promotional materials*)
- Production management skills
- Expert in 4-color pre-press process

Education

Hussian College (*formally Hussian School of Art*)

- Associate Degree - Design & Illustration (*double major 3.9 Alpha Beta Kappa in Philadelphia, PA*)