

Ted Houser

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Professional Summary

Creative and results-driven Graphic & Web Designer with 10+ years of experience in digital and print design, branding, website development, and event marketing. Skilled in Adobe Creative Cloud, WordPress, UI/UX design, and CMS data systems. Proven success driving engagement, revenue, and visibility through strategic digital design and brand management.

Core Skills

- Graphic & Web Design (*Print, Digital, UI/UX*)
- WordPress Development (*HTML, CSS, Responsive Design*)
- Adobe Creative Suite (*Photoshop, Illustrator, InDesign*)
- Corporate Branding & Marketing Collateral
- Social Media Design & Digital Campaigns
- SEO & Email Marketing
- CMS & Database Management (*FileMaker Pro*)
- Production Coordination & Pre-Press

Professional Experience

Graphic Production Artist / Web Designer | AMCSI | AMCSupport.org | Mar 2023 – Present

- Manage and design WordPress website, improving usability and SEO.
- Created digital campaigns and branded materials generating \$20K+ in sponsorships and \$14K+ in merchandise sales.
- Launched AMC Holiday Fund, raising \$8K from 2023-2024.
- Built FileMaker Pro database to streamline operations and analytics.
- Designed national conference materials driving \$10K+ in ad revenue.

Production Coordinator / Graphic Designer | Three Expo Events | Jan 2014 – Dec 2022

- Led design and marketing for national trade shows and expos.
- Boosted event web traffic 80% and exhibitor sales 40% through improved UX and visual strategy.
- Developed exhibitor collateral, signage, and marketing kits.
- Built CMS-driven sales and registration databases.

Graphic Web Designer | Arett Sales | Greensmith.com | Mar 2007 – Jun 2013

- Designed promotional campaigns and trade show graphics.
- Increased Open House ticket sales 40% via targeted marketing design.

Graphic Web Designer | Palma Classic Cars | Jan 2006 – Present

- Design and maintain brand assets, website, and marketing materials.

Volunteer Graphic Designer | AMCSI | Feb 2015 – May 2021

- Created social campaigns that doubled AMC online awareness and engagement.

Additional Projects

- **International Symposium on Arthrogryposis** – Designed 2024 event logo (*English & French*).
- **IC4AMC** (*International Consortium for AMC*) – Designed 2025 logo and maintain official WordPress website.

Education

Hussian College (*formerly Hussian School of Art*)

Associate Degree in Design & Illustration | GPA 3.9 | Alpha Beta Kappa Honor Society