

# Ted Houser

I design websites, brands, and systems that make it easier for people to say yes.

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## Professional Summary

I've spent my career helping organizations turn ideas into things that actually work. Most of the people I work with don't need "more design." They need clarity and systems that make sense, so their website, materials, and messaging support real goals like registrations, donations, sales, or awareness. I sit at the intersection of design, strategy, and operations. I don't just make things look better. I build digital and visual systems that are easier to manage, easier to understand, and more effective over time. Whether I'm rebuilding a website, launching an event, or creating a brand from the ground up, my focus is always the same: remove friction, communicate clearly, and help people take action. If you're tired of patchwork solutions and want design that actually pulls its weight, that's where I'm most useful. I've worked across nonprofits, events, and small businesses, often within tight budgets and complex constraints. That experience has shaped how I design for clarity, efficiency, and impact.

## 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 Marketing/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

- Led the redesign and ongoing management of a WordPress website, improving usability, SEO, and content clarity to support fundraising and conference growth.
- Designed and executed digital campaigns that generated over \$20K in sponsorships and \$14K in merchandise sales.
- Created and launched a new Holiday Fund initiative, raising \$8K across two years through focused campaign design and messaging.
- Built a FileMaker Pro database to centralize operations, improve reporting, and reduce manual workload.
- Designed national conference materials that supported \$10K+ in advertising revenue.
- Social media marketing, increasing online and social presence.

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

- Led end-to-end design and digital strategy for national trade shows, improving exhibitor experience and buyer engagement.
- Increased event website traffic by 80% and exhibitor sales by 40% through UX improvements and clearer visual communication.
- Developed exhibitor kits, signage systems, and marketing materials that reduced confusion and improved conversion.
- Built and managed CMS-driven databases for sales tracking and event registration.

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

- Designed targeted marketing campaigns that increased Open House ticket sales by 40%.
- Created trade show graphics and promotional materials aligned with sales objectives, not just brand presence.

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

- Ongoing management of brand assets, website, and marketing materials to maintain consistency and credibility over time.

## Selected Projects & Collaborations

- **AMCSI** – Created social campaigns that doubled online awareness and engagement.
- **International Symposium on Arthrogryposis** – Designed 2024 event logo (*English & French*).
- **IC4AMC (International Consortium for AMC)** – Designed the 2025 logo and maintain the official WordPress website.

## Education

Hussian College (*formerly Hussian School of Art*)

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

Happy to connect if you're exploring ways to make your digital presence work harder.

