

Ted Houser

Philadelphia | (856) 986-2949 | ted@tbsdesigns.com | Portfolio & selected client work available at TBSDesigns.com



Professional Summary

Graphic and Web Designer specializing in WordPress development, UI/UX design, and digital strategy. I build clear, effective websites, brands, and systems that support real goals like registrations, donations, sales, and awareness. Experienced across nonprofits, events, and small businesses, I focus on improving usability, simplifying management, and increasing engagement through thoughtful design and streamlined workflows.

Skills & Technologies

- Graphic Design, Web Design, UI Design, UX Design (Print & Digital)
- WordPress Development, Elementor, CMS Management
- HTML, CSS, Responsive Web Design
- Adobe Creative Suite: Photoshop, Illustrator, InDesign
- Branding, Marketing Collateral, Visual Communication
- Digital Marketing, Social Media Campaigns, Content Design
- Search Engine Optimization (SEO), Google Analytics, Conversion Optimization
- Email Marketing Platforms, Campaign Strategy, Audience Segmentation
- Database Management, FileMaker Pro
- Production Coordination, Pre-Press, Print Production

Professional Experience

Web Designer & Digital Strategist | AMCSI | AMCsupport.org | Mar 2023 – Present

- Lead digital strategy, website optimization, and user experience for a national rare condition nonprofit, aligning site structure and content with fundraising, event registration, and awareness goals
- Drove significant SEO gains, achieving #1 Google rankings for high-intent keywords including “Arthrogryposis Support” and “Arthrogryposis Multiplex Congenita Support,” while moving broader terms from page 2 to page 1 in a competitive search landscape
- Navigated keyword competition with a major national entertainment brand sharing the “AMC” acronym, improving visibility across branded and non-branded search terms through targeted content strategy and on-site optimization
- Designed and executed integrated digital campaigns generating \$20K+ in sponsorships and \$14K+ in merchandise revenue, connecting website, email, and social channels into a unified conversion funnel
- Conceptualized and launched a new Holiday Fund initiative, generating \$8K across two years through campaign positioning, landing page design, and messaging strategy
- Led full WordPress redesign and ongoing CMS management using Elementor, improving usability, mobile responsiveness, and content clarity to increase engagement and reduce friction in key user flows
- Built and implemented a centralized FileMaker Pro database system to streamline operations, improve reporting accuracy, and reduce manual administrative workload
- Developed conference marketing assets and digital materials contributing to \$10K+ in advertising revenue, supporting one of the largest annual gatherings in the AMC community
- Expanded social and digital presence through consistent content strategy and campaign design, increasing overall visibility and engagement across platforms

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.

Web & UX 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.

Web & UX 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