

Ted Houser

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



Web Designer & Digital Growth Strategist

Web Designer & Digital Growth Strategist - Digital strategist and UX-focused web designer with experience leading websites, digital campaigns, and conversion-focused initiatives for nonprofits, events, and small businesses. Proven track record improving SEO visibility, increasing sponsorship and merchandise revenue, optimizing user experience, and building scalable systems that support engagement, fundraising, and operational efficiency. Experienced across WordPress development, content strategy, branding, and digital marketing with a strong focus on measurable outcomes.

Skills & Technologies

Digital Strategy & Growth

SEO Strategy • Conversion Optimization • Campaign Strategy • Analytics • Fundraising Support

Web & UX

WordPress/Elementor • UX/UI Design • Responsive Design • CMS Management • HTML/CSS

Marketing & Brand Communication

Branding • Content Design • Email Marketing • Social Campaigns • Visual Communication

Systems & Tools

FileMaker Pro • Workflow Optimization • Adobe Creative Suite • Google Analytics

Professional Experience

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

- Lead digital strategy, UX optimization, and WordPress management for a national rare condition nonprofit focused on fundraising, awareness, and event growth.
- Achieved #1 Google rankings for high-intent search terms including “Arthrogryposis Support” through targeted SEO and content strategy.
- Generated \$28K+ in sponsorship revenue and \$18K+ in merchandise sales through integrated digital campaigns connecting web, email, and social channels.
- Designed and launched a holiday fundraising initiative generating \$8K across two years.
- Led full website redesign using Elementor, improving mobile usability, engagement, and key conversion flows.
- Built centralized FileMaker Pro systems that improved reporting accuracy and reduced administrative workload.

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

- Led digital strategy, UX improvements, and event marketing design 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

- Manage website, brand assets, and marketing materials to maintain long-term brand consistency and customer credibility.

Strategic Projects & Organizational Collaborations

- **AMCSI** - Developed integrated awareness and engagement campaigns that significantly expanded digital reach, audience interaction, and community visibility across web, email, and social platforms.
- **International Symposium on Arthrogryposis** - Designed the official 2024 bilingual event identity system, including English and French branding assets supporting international attendee engagement.
- **IC4AMC (International Consortium for AMC)** - Designed the 2025 organizational logo and manage ongoing updates for the consortium’s official WordPress website.
- **Conference & Event Marketing Initiatives** - Created high-conversion digital and print marketing materials supporting sponsorship acquisition, attendee engagement, fundraising campaigns, and exhibitor participation.

Education

Hussian College (*formerly Hussian School of Art*)

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