

FRED HOUSEL

Hubbard, OH 44425 | HouselCreative.com

OBJECTIVE

Multi-Disciplinary Creative Technologist with a Computer Science degree and 10+ years of experience bridging digital strategy and physical execution. Proven expertise building full-stack web architecture, producing commercial media, and engineering physical brand assets for direct and agency clients.

CORE COMPETENCIES

- **Digital Architecture:** WordPress, HTML/CSS, SEO, UI/UX Design
- **Commercial Media:** Adobe Creative Suite (Photoshop, Illustrator), Video/Photo Editing, Print Layout.
- **Industrial Fabrication:** Fusion 360, CAD/CAM Engineering, CNC Plasma/Router, Physical Brand Tooling.

EXPERIENCE

Web & Graphic Designer | Bliss 360 & Independent Shop Operations 3/2018 – 5/2026

- Executed comprehensive brand launches, shooting and editing original video and photography for web, print, and social campaigns.
- Engineered and CNC-milled custom architectural signage and physical brand tooling, managing the entire fabrication pipeline from 2D vector to installed physical asset.
- Built, customized, and managed WordPress websites for a variety of local client accounts, ensuring perfect technical execution and responsive UI/UX design.
- Designed print and digital assets, including corporate branding materials, logos, and restaurant menus.

Graphic Designer | Actionable Insights 9/2016 – 3/2018

- Designed high-conversion digital assets for marketing campaigns, including responsive websites, targeted landing pages, and social media ads.
- Translated and converted complex client requirements into optimized, ready-to-publish web graphics and advertising materials.

Quality Engineer | General Motors 4/2014 – 9/2016

- Led root-cause analysis initiatives in a high-volume manufacturing environment.
- Developed, tested, and implemented permanent solutions while establishing immediate containment protocols, demonstrating advanced technical problem-solving capabilities under extreme pressure.

Senior Designer | PR Newswire 2/2010 – 4/2014

- Designed and coded scalable web environments and interactive media assets for enterprise clients.
- Consulted directly with clients to build microsites, marketing emails, and digital ads that consistently met aggressive campaign goals.

EDUCATION

Computer Science & Web Development Thiel College | Greenville, PA. - 5/2008

Double Major in Computer Science & Web Development with an emphasis in Math.