

# Stephen Frederick

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Creative / Design Director • Brand Strategist

[LinkedIn](#) • [Portfolio](#) / password: welcome

Results-driven Director with 20+ years of experience leading high-impact teams and delivering integrated brand and design solutions across digital, print, and multimedia platforms. A collaborative leader and mentor with a strong ability to align creative vision with business objectives to drive brand engagement, conversions, and meaningful user experiences. Deep expertise in brand storytelling, UX/UI design, e-commerce strategy, video production, and omnichannel marketing.

## Core Competencies

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- Creative Leadership & Team Development
- Brand Strategy & Positioning
- UX/UI & Digital Experience Design
- Cross-Functional Collaboration
- E-commerce & Lead Generation Optimization
- Content Marketing, Storytelling & Visual Communication
- Integrated Marketing Campaigns & ABM Strategies
- Data-Driven Design & Performance Analytics
- Process Improvement & Workflow Efficiency
- Video Production & Motion Graphics

## Professional Experience

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### Design Director / Creative Director, TELUS Digital, Global

2025 to Current

- Direct cross-disciplinary teams of designers, developers, and project leads to deliver a white-label news app platform for McClatchy (company valuation \$312M), unifying digital experiences across 30+ publications.
- Lead research and strategy initiatives for upcoming mobile app designs for Us Weekly and Woman's World, aligning brand storytelling with user engagement and retention goals.
- Concepted and produced a cinematic hype video for Sun Communities' Elevate conference, engaging an audience of 1,000+ attendees and reinforcing brand momentum.

### Creative Director, DefinedLogic LLC, Red Bank NJ

2023 to 2025

- Led brand strategy and e-commerce redesign for Walpole Outdoors, improving customer engagement and conversion performance.
- Developed multi-channel content strategies for CRH's \$34.9B Americas Solutions program, including Salesforce content hubs, training materials, and event collateral.
- Designed and executed account-based marketing campaigns for North Shore Steel (\$95M revenue), supporting lead generation and customer retention.
- Improved creative workflows and reduced software costs by implementing scalable processes and cross-team collaboration standards.
- Facilitated workshops focused on brand positioning and UX best practices, ensuring alignment between creative execution and business objectives.

### Senior Creative Director, Weichert Companies, Whippany NJ

2018 to 2022

- Led creative vision for Weichert's All Under One Roof initiative, integrating real estate, insurance, title, and closing services across 300+ markets.
- Directed UX/UI strategy for Weichert.com, a high-traffic lead generation platform with 76M annual property views.
- Oversaw development of marketing assets for 7,000+ sales associates, supporting listing presentations, personal branding, and digital demand generation.
- Developed the Weichert Reimagined campaign, communicating enterprise-wide transformation to 10,000+ associates and 359 franchise offices.

- Implemented pandemic-responsive digital sales tools to support remote engagement and virtual customer experiences.
- Increased social media engagement by 23% and improved PR communication effectiveness by 47% through strategic storytelling and video-driven campaigns.
- Produced Weichert Community, a multimedia platform combining weekly video programming, leadership messaging, and internal communications.

**Senior UI/UX Designer**, Weichert Lead Network, Whippany NJ

**2014 to 2018**

- Redesigned Weichert.com UX/UI to improve conversion pathways and overall user experience.
- Designed and launched custom CRM tools, including Weichert Pro, streamlining sales workflows and lead management.
- Created high-performing email marketing campaigns that increased engagement and click-through rates.
- Enhanced UX for internal call center software, reducing response times and improving agent productivity.

**Associate Creative Director / Senior Designer**, FORT Group LLC, Ridgely Park NJ

**2009 to 2014**

- Led multi-channel campaigns across web, social, email, and paid media, ensuring cohesive brand storytelling.
- Produced motion and static creative assets for digital and paid media campaigns.
- Guided creative teams through concept development, design execution, and delivery.

**Additional Experience**

**Virtual Sciences** - Web Designer / Video Editor / Audio Engineer / Supervisor

**Chubb Institute** - Graphic Design Instructor

**Flora Garden LLC** - Web Design/Graphic Design

**Technical Proficiencies**

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**Design & Creative Tools**  
 Adobe Creative Suite, Figma, Sketch

**Video & Motion Graphics**  
 After Effects, Premiere Pro, Final Cut, WP Slider Revolution

**Business & Office Software**  
 Microsoft Office, Google Workspace, Miro, Confluence

**Development & CRM**  
 HTML, CSS, WordPress, HubSpot, Contentful

**Project Management**  
 Jira, Asana, Trello, Monday.com

**Marketing & Analytics**  
 Google Analytics, SEO Optimization, ABM Strategy

**Education**

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**Bachelor of Arts**  
 William Paterson University, Wayne NJ

**Certificate in Graphic Design & Animation**  
 Chubb Institute, Parsippany NJ

**Associates in Music Education**  
 County College of Morris, Randolph NJ