

Stephen Frederick

Creative Director • Brand Strategist

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[LinkedIn](#) • [Portfolio](#)

Creative leader with 20+ years in the creative field and more than 10 years of combined Associate Creative Director and Creative Director experience. Aligns creative vision with business objectives across brand strategy, UX/UI, digital products, integrated marketing, and video. Leads and mentors design teams with a collaborative approach to storytelling, hands-on craft, and meaningful customer experiences.

Core Competencies

- 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

Creative Director, TELUS Digital, Global

2025 to 2026

- Led and mentored five direct reports through design critique, ongoing 1:1s, and role-based assessments. Used AI-assisted development dashboards to clarify individual goals and track growth and promotion readiness.
- Partnered on AI adoption across a 120+ person design organization, helping define adoption goals and the learning framework. Ran weekly workshops with designers and UX professionals using Claude and Fuel iX.
- Directed creative strategy and design for McClatchy's white-label news platform, launching redesigned apps across 30 markets in one year and helping drive post-launch gains including 85–95% positive app ratings, a 34.9% increase in article shares, and search-to-article conversion improvements of up to 29.3% year over year.
- Developed an AI-assisted color system that validated publication brand colors for accessibility and generated scalable UI states while preserving each publication's brand character.
- Led creative and content development for Trex customer engagement journeys, creating personalized DIY and DIFM experiences through journey strategy, behavioral triggers, email design, retargeting, and Salesforce Marketing Cloud templates.
- Concepted and produced a cinematic brand video for Sun Communities' Elevate conference, engaging an audience of 1,000+ attendees and reinforcing brand momentum.
- Oversaw the user journey and creative execution for Season Three of White Castle's rewards program.

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.
- Led the digital expression of the Finlays Solutions brand, translating its visual identity into a scalable design system and Contentful website experience.
- Developed multi-channel content strategies for CRH's \$34.9B Americas Solutions program, including Salesforce content hubs, training materials, and event collateral.
- Translated Weichert Workforce Mobility's rebrand into its digital presence, redesigning the website's visual experience and information architecture and developing guidelines for consistent brand application.
- Led client workshops focused on brand positioning and UX strategy, translating business objectives into clear creative direction.

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, shaping customer experiences and lead generation pathways in collaboration with cross-functional partners.
- Directed development of scalable, on-brand marketing resources for 7,000+ sales associates, supporting listing presentations, personal branding, and digital demand generation.
- Developed Weichert Reimagined, communicating enterprise-wide transformation to 7,000+ associates.
- 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.

Additional Experience

FORT Group LLC - Associate Creative Director / Senior Designer

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

Chubb Institute - Graphic Design Instructor

Flora Garden LLC - Web Design/Graphic Design

Technical Proficiencies

Design & Creative Tools - Adobe Creative Suite, Figma, Claude, AI-Assisted Design & Creative Workflows

Video & Motion Graphics - After Effects, Premiere Pro, Final Cut

Business & Office Software - PowerPoint, 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, ABM Strategy

Education

Bachelor of Arts - William Paterson University, Wayne, NJ

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

Associate Degree in Music Education - County College of Morris, Randolph, NJ