

Stephen Frederick

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Creative Director • Brand Strategist

[LinkedIn](#) • [Portfolio](#)

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

- 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 Current

- Lead and mentor a design team of five direct reports, including international team members, using role rubrics, individual accomplishments, and AI-assisted tools to create development dashboards that track goals, performance, and progress toward promotion.
- Partnered in developing and implementing an AI workflow integration initiative for a 120+ person design organization, defining the statement of work, adoption goals, and learning framework. Established weekly workshops, project-based learning, and presentations from AI leaders to build skills across varying levels of experience.
- Direct creative strategy and design for a white-label news platform supporting McClatchy's 30+ publications, establishing scalable digital experiences that maintain individual brand identities within a shared product framework.
- 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.

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.
- Improved creative workflows and reduced software costs by implementing scalable processes and cross-team collaboration standards.
- 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, a high-traffic lead generation platform with 76M annual property views.
- Directed development of scalable, on-brand marketing resources 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.

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, AI-Assisted 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