Stephen Frederick

Creative Director • Brand Strategist

steveffg@gmail.com • 973.713.2872

StephenFrederick.me • LinkedIn

Creative Director and Brand Strategist who develops teams, shapes brand stories, and connects creative vision with business goals. Brings agency and in-house experience leading integrated campaigns and digital experiences, managing budgets, and planning resources. Partners with senior stakeholders to guide work from concept through delivery, improving creative processes and helping teams adopt practical AI workflows.

Core Competencies

- Creative Leadership & Team Development
- Brand Strategy & Positioning
- Creative Operations & Workflow Improvement
- Cross-Functional & Client Partnerships
- Budget & Resource Planning
- Brand Storytelling & Content Strategy
- Integrated Campaigns & ABM
- Digital Experiences & Customer Journeys
- Project Scoping & Delivery
- AI Adoption & Creative Innovation

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.
- 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.
- 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, delivering brand storytelling to 1,000+ attendees.
- Oversaw the user journey and creative execution for Season Three of White Castle's rewards program.
- Partnered on AI adoption across a design organization of more than 120 people, helping define adoption goals and a learning framework. Led weekly workshops with designers and UX professionals using Claude and Fuel iX.
- 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.

Creative Director, DefinedLogic LLC, Red Bank, NJ **2023 to 2025**

- Led Creative Services, hiring and mentoring three direct reports and managing client deliverables and creative reviews. Owned project estimates, staffing allocations, and resource planning to align team capacity with scope, budgets, and timelines.
- Led creative and UX redesign for AIA's contract-document e-commerce platform, directing designers, UX specialists, and developers to modernize its digital brand, simplify document discovery and purchasing, and introduce cross-selling and promotions.
- Led brand strategy and e-commerce redesign for Walpole Outdoors, focusing on customer engagement and conversion pathways.
- Led the digital expression of the Finlays Solutions brand, translating its visual identity into a scalable design system and Contentful website experience.
- 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.

- Directed creative strategy and execution for account-based marketing campaigns for DefinedLogic, Gerent, North Shore Steel, AIA, and Trex, with digital advertising served in response to customer search and interaction behavior.
- Developed multi-channel content strategies and materials for CRH's Americas Solutions program, including Salesforce content hubs, training resources, and event collateral.

Senior Creative Director, Weichert Companies, Whippany, NJ **2018 to 2022**

- Led five direct reports across creative and copywriting, hiring and mentoring team members while managing event and promotional budgets, freelancers, and major print and digital product vendors.
- Led creative vision for Weichert's All Under One Roof initiative across 14 real estate and financial services companies, supporting 400+ sales offices and 359 franchise offices nationwide.
- Directed development of scalable, on-brand marketing and training resources for 7,000+ sales associates, supporting listing presentations, personal branding, and digital demand generation.
- Directed UX/UI strategy and led design for Weichert.com, collaborating with cross-functional partners to shape customer experiences and lead generation pathways.
- Developed Weichert Reimagined to communicate enterprise-wide transformation across 18 real estate and financial services companies and 7,000+ associates.
- Produced Weichert Community's weekly video programming, leadership messaging, and internal communications, alongside storytelling and video-driven campaigns for social media and buyer/seller marketing.
- Implemented digital sales tools in response to the pandemic, supporting remote sales engagement and virtual customer experiences from search to close.
- Managed project estimates, staffing allocations, and resource planning across creative initiatives, balancing business priorities, team capacity, budgets, and production schedules. Improved approval workflows and project transparency.

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 custom CRM tools, including Weichert Pro, to support sales workflows and lead management.
- Designed email marketing campaigns focused on customer engagement and click-through opportunities.
- Enhanced UX for internal call center software to support faster responses and more efficient agent workflows.

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