JOSEPH FREDERICK

JF@JOSEPHFREDERICK.COM
JOSEPHFREDERICK.COM/CAREER

My career began in journalism and newspapers, but turned toward design early. Over nearly 25 years, I've sharpened my craft, taken on broader responsibilities, and grown as a leader. Today, I set design direction, develop people, and carry increasingly complex projects from the first conversation through delivery.

JUL 2024 - PRESENT **ADEN COMPANIES** (HUDSON VALLEY, NEW YORK)

TITLE BRAND & INNOVATION DIRECTOR

MY ROLE I lead brand and digital product work across Aden's businesses. That includes defining and delivering a new sales and billing platform, renewing the Johnston & Rhodes brand and trade presence, and creating Tradestone's identity. I work with owners, sales, finance, marketing, developers, and specialist partners to turn business needs into practical systems and materials.

JUN 2024 - PRESENT **JOE FRED COMPANY** (LIVINGSTON MANOR, NEW YORK)

TITLE BRAND DESIGNER, CREATIVE DIRECTOR & UX/UI DESIGNER

MY ROLE My independent practice brings together brand identity, websites, applications, and game design. I work with clients to define what they need, develop the direction, and carry the design into delivery with their teams.

APR 2015 - JUN 2024 **VOLUM8 CREATIVE, INC.** (MONTGOMERY, NEW YORK)

TITLE HEAD OF DESIGN

MY ROLE For nine years, I led design and creative direction from day one, usually as the sole designer. Across dozens of brand projects and more than 100 web and app projects, I set the creative direction, personally delivered most of the design, and held final design approval. I worked with the founder, developers, and project managers from discovery through delivery, and coached junior designers toward independent project ownership.

MAY 2022 - MAY 2023 **BAOBAB STUDIOS** (REMOTE)

TITLE SENIOR UX DESIGNER

MY ROLE Designed the game platform, website, and marketing content for Momoguro, a narrative NFT project from Baobab Studios. I was nominated for an Emmy for Outstanding Interactive Media for my work on the project.

AUG 2021 - MAY 2022 **NEMUS** (SÃO PAULO, BRAZIL)

TITLE SENIOR UX DESIGNER

MY ROLE Developed the identity, digital platform, and marketing design for a web3 project intended to support Amazon conservation. I designed the logo and interactive map interface and oversaw visual and creative work with the wider project team.

OCT 2020 - OCT 2021 **SPIN MASTER** (NEW YORK, NEW YORK)

TITLE GAME DESIGNER

MY ROLE Developed tabletop game concepts and content for titles including Jumanji, Seinfeld, Love Is Blind, and CALM. I directed art, wrote game content, and worked with internal teams to develop the ideas.

DEC 2013 - SEP 2014 **SPIRITUALITY & HEALTH MAGAZINE** (REMOTE)

TITLE CONTENT EDITOR

MY ROLE Managed online content and advised on the direction of the magazine's website.

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MAY 2013 - SEP 2013 **APP IN THE CLOUDS** (GOA, INDIA)

TITLE USER EXPERIENCE DESIGNER

MY ROLE Relocated to Goa for a hospitality-software engagement. As sole designer, I defined workflows and interfaces for reservations, guests, and staff, working directly with the founder and developer. I delivered the design concepts; the venture was paused before launch.

OCT 2012 - APR 2013 **BLUR GROUP** (LONDON, UNITED KINGDOM)

TITLE HEAD OF DESIGN

MY ROLE Designed the next release of a B2B services marketplace, managed two junior designers, and worked with an international development team. I presented to the founder daily and prepared product concepts for investor presentations. Some design work reached production; other approved work was entering development.

OCT 2010 - OCT 2012 **OGILVY & MATHER** (NEW YORK, NEW YORK)

TITLE PRODUCTION ARTIST

MY ROLE Worked in Ogilvy & Mather's RedWorks production studio, preparing final files for digital, print, and outdoor advertising. I worked to detailed production specifications and checked files for accuracy and readiness across accounts including IBM, American Express, Unilever, Coca-Cola, BP, and British Airways.

MAY 2006 - OCT 2010 **TIMES HERALD-RECORD** (MIDDLETOWN, NEW YORK)

TITLE SENIOR DESIGNER

MY ROLE Managed a five-person design staff for a daily newspaper. I designed sports pages, special sections, and explanatory graphics, worked with editors on new ways to tell stories, and helped build the local sports website Varsity845.com. The deadline arrived every night.

MAY 2004 - MAY 2006 **THE DAILY NEWS** (RICHMOND, MISSOURI)

TITLE EDITOR IN CHIEF

MY ROLE Reported, oversaw design, and managed a four-person editorial staff at a community newspaper. I wrote features and covered local schools, government, and sports while keeping the daily paper moving from reporting to publication.

AUG 2003 - MAY 2004 **SCOOP MEDIA** (TRENTON, NEBRASKA)

TITLE JOURNALIST

MY ROLE Reported and designed for two small newspapers in rural Nebraska. Covered many livestock shows and learned what made a good heifer. I also redesigned both newspapers.