Joseph Frederick
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Emmy®-nominated designer, creative director & leader with a passion for innovative UX, vulnerability-led cultures & authentic brands.

JUL 2024 – PRESENT

Aden Companies

HUDSON VALLEY, NEW YORK

Brand & Innovation Director

I lead brand, product, and tech across Aden's businesses, from defining priorities and assembling teams through launch. The work includes rebuilding Aden Brook's sales and billing platform, renewing Johnston & Rhodes' brand and trade presence, and creating Tradestone's identity.

JUN 2024 – PRESENT

Joe Fred Company

LIVINGSTON MANOR, NEW YORK

Brand Designer, Creative Director & UX/UI Designer

Independent practice spanning brand identity, websites, applications, and game design. I help clients define the need, establish direction, and carry the design through delivery.

APR 2015 – JUN 2024

Volum8 Creative, Inc.

MONTGOMERY, NEW YORK

Head of Design

Nine years as Head of Design, usually the sole designer, contributing to 428 projects for 133 clients and often leading the design. Held final design approval, developed younger designers toward independent ownership, and helped shape a culture of trust.
Selected client work include: *Momoguro*, a web3 experience by Baobab Studios, for which I received an Emmy nomination for Outstanding Interactive Media; and Nemus, an identity and web3 digital platform for Amazon conservation.

OCT 2020 – OCT 2021

Spin Master

NEW YORK, NEW YORK

Game Designer

Developed tabletop game concepts for Jumanji, Seinfeld, Love Is Blind, and CALM. Directed art, wrote game content, and collaborated with internal teams to develop the ideas.

DEC 2013 – SEP 2014

Spirituality & Health Magazine

REMOTE

Content Editor

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

MAY 2013 – SEP 2013

App in the Clouds

GOA, INDIA

User Experience Designer

Relocated to Goa as sole designer for a hotel-management venture, working directly with the founder and developer. Delivered workflows and interface concepts; the venture paused before launch.

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OCT 2012
– APR 2013

blur Group

LONDON,
UNITED
KINGDOM

Head of Design

Led design for a B2B services marketplace, managed two junior designers, and collaborated with an international development team. Presented product concepts directly to the founder and for investor presentations.

OCT 2010
– OCT 2012

Ogilvy & Mather

NEW YORK,
NEW YORK

Production Artist

Prepared and checked final digital, print, and outdoor advertising files in the RedWorks production studio. Accounts included IBM, American Express, Unilever, Coca-Cola, BP, and British Airways.

MAY 2006
– OCT 2010

Times Herald-Record

MIDDLETOWN,
NEW YORK

Senior Designer

Managed a five-person design team and designed sports pages, special sections, and graphics under nightly deadlines. Helped build the local sports website Varsity845.com.

MAY 2004
– MAY 2006

The Daily News

RICHMOND,
MISSOURI

Editor in Chief

Led a four-person editorial team, oversaw design, and reported on schools, government, and sports for a daily community newspaper.

AUG 2003
– MAY 2004

Scoop Media

TRENTON,
NEBRASKA

Journalist

Reported and designed for two rural Nebraska newspapers, redesigning both publications.

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