JOSEPH FREDERICK

JF@JOSEPHFREDERICK.COM
JOSEPHFREDERICK.COM/CAREER

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)

TITLE BRAND & INNOVATION DIRECTOR

MY ROLE Lead technological solutions and advancements, direct and manage core product releases, inspire culture, and act as guardian and key creative support for all current and future Aden companies.

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

TITLE BRAND DESIGNER, CREATIVE DIRECTOR & UX/UI DESIGNER

MY ROLE Joe Fred Company (JFC) is my personal brand, through which I offer complete design solutions in branding, app, web and game design. Founded on 10 years of experience, working with various clients and completing over 100 projects, JFC represents my love for leading creative visions and executing the highest level of design. If you're interested in working together on a killer project, don't hesitate to reach out.

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

TITLE HEAD OF DESIGN

MY ROLE For a decade, I was contracted to manage a design department for a boutique development agency. During that time, I led over 100 projects, designing brands, sites and applications for clients in a wide-range of industries. Engaged from day 1 project onboarding, through discovery and all creative deliverables, into customer acquisition strategies. Utilized all creative skills. Worked with an amazing team.

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

TITLE SENIOR UX DESIGNER

MY ROLE Designed game platform, website, and marketing content for Momoguro, an NFT collection created by award-winning Baobab Studios. Mint reached +10k ETH and was one of highest selling collections of the year. The experience design was nominated for an Emmy Award.

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

TITLE SENIOR UX DESIGNER

MY ROLE Designed brand, NFT, marketing, and platform for Nemus, a web3 project meant to protect the Amazon rainforest. Oversaw all visual and creative deliverables. Designed logo. Designed immersive, interactive map UI with full smart-contract integration. Project partners included Concept Art House and multiple top-10 NFT collections.

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

TITLE GAME DESIGNER

MY ROLE Created new game concepts for Spin Master, one of the largest tabletop agencies in the world. Worked on titles including Jumanji, Seinfeld, Love Is Blind, and CALM. Directed art, wrote content and integrated with internal teams.

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

TITLE CONTENT EDITOR

MY ROLE Managed online content and advised direction for magazine's website.

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

TITLE USER EXPERIENCE DESIGNER

MY ROLE Spent a year living in Goa, India, building a hotel management app for a private investor.

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

TITLE HEAD OF DESIGN

MY ROLE I designed the web platform's next-release concepts and presented my designs and reasoning to the founder daily; he retained final approval. I collaborated with a development team of more than 10 people from across Europe. I prepared investor presentation materials, attended a pitch, and received direct confirmation from the founder that my concepts were used in fundraising.

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

TITLE PRODUCTION ARTIST

MY ROLE Executed and performed quality control on advertising products for O&M, one of the top advertising agencies in the world. Set specs and worked alongside creative directors to deliver digital, print and OOH ads for such clients as 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 five-person design staff for daily metro newspaper, serving 300,000 subscribers. Initiated award-winning special editions, taking point position in conceptualizing new story forms and collaborating with editorial staff. Met strict deadlines in daily, fast-paced environment. Helped build Varsity845.com, an online destination for local sports.

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

TITLE EDITOR IN CHIEF

MY ROLE Reported and managed four-person editorial staff for daily, community newspaper. Oversaw design and wrote feature stories, reporting on local school, government and sporting events. Subscription rates increased 200%. At the time, I was the youngest editor of a newspaper in the state of Missouri.

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. Redesigned both newspapers and readership improved by 33%.

KNOWLEDGE Brand · Product · Systems · Operations · Leadership · Delivery