# CHRIS SCARLATA

BRAND DESIGN DIRECTOR

BRAND STRATEGY | DESIGN SYSTEMS | MOTION GRAPHICS | INTEGRATED MARKETING | TEAM LEADERSHIP

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## SUMMARY

Award-winning creative executive with 20+ years leading global brand identity, design strategy, and promotional marketing across television, streaming, print, digital platforms, and live events. Trusted advisor to executive leadership, shaping creative vision and driving enterprise-wide brand initiatives. Skilled at building high-performing teams, leading large-scale rebrands, elevating creative quality and collaboration, and delivering measurable business impact.

## SIGNATURE ACHIEVEMENTS

- Led global brand identity refreshes for Comedy Central and BET Media Group
- Built and scaled multi-platform design organizations of 20+ creatives
- Directed award-winning campaigns recognized by Cannes Lions, Clio, Promax, and AdAge
- Executed the first projection-mapped takeover of the Hollywood Sign
- Drove 80% of design production in-house, generating major cost efficiencies

## CORE CAPABILITIES

Brand Strategy • Design Systems • Creative Direction • 360 Promotional Marketing • Executive Presentations • Pre & Post-Production Management • Key Art • Promo Packaging • Opening Title Sequences • UX/UI • Live Events • Vendor Partnerships • Workflow Optimization • Team Building & Mentorship • Adobe Creative Suite • AI Implementation

## PROFESSIONAL EXPERIENCE

**BET Media Group** (Paramount Global) | New York, NY **2021 – 2025**
Vice President of Design, Brand Creative / Brand Marketing

Directed multi-platform design strategy and execution for brand and promotional campaigns, reinforcing brand identity and elevating creative standards. Strengthened brand communications and consistency through tailored style guides, asset distribution, and bespoke presentation templates.

Key Contributions:

- Drove global brand consistency and elevated user experiences by shepherding BET's 2021 rebrand across all platforms, including BET, BET+, BET X, BET HER, BET DIGITAL, and BET Music Channels, with VH1 added in 2023.
- Boosted creative output, operational efficiency, and team performance by scaling Production, Key Art, and Motion Design capabilities, clarifying roles & responsibilities, and managing 80% of brand design work in-house.
- Evaluated and implemented AI and Generative AI tools across design and editing operations.
- Strengthened brand visibility and audience engagement through strategic design direction for high-profile tent-poles and live events, including BET Awards and BET Experience.
- Executed the first projection-mapped takeover of the Hollywood Sign, achieving a landmark creative milestone.
- Elevated team morale and creative excellence, maintaining both through multiple corporate reorganizations and downsizing events.

**Comedy Central** (VIACOM CBS) | New York, NY **2012 – 2020**
Vice President of Design, Brand Creative / Brand Marketing

Led the strategic vision and execution of broadcast and digital brand design initiatives, ensuring consistency and creative excellence across platforms. Built and developed high-performing design teams while fostering a collaborative culture rooted in mentorship and operational efficiency. Directed multi-channel marketing campaigns that aligned creative output with business goals, partnering with executive leadership to establish enterprise-wide branding standards and sustain award-winning creative quality.

Key Contributions:

- Optimized cross-platform design operations by integrating a 20+ person team, streamlining workflows, enhancing collaboration, and boosting performance and morale.
- Delivered global brand consistency and elevated production quality by leading brand refreshes, directing design strategy, managing multi-market roll-outs, and securing executive alignment to drive enterprise-wide adoption of design and branding initiatives.
- Partnered with show creators and production teams to develop brand identities, title sequences, and promotional graphics for culturally influential franchises including The Daily Show, The Colbert Report, and South Park, strengthening Comedy Central's distinctive voice in political satire and cultural commentary.
- Managed 85% of brand design work in-house, achieving significant cost savings while maintaining award-winning standards.

**Earlier Comedy Central Roles:** Progressed from Senior Designer to Art Director to Motion Design Director

- Directed a 12-member design team across brand identity, show launches, tentpole campaigns, and network initiatives.

**Grfxfreak Creative Services:** Owner + Creative Director | North Plainfield, NJ **2020 – PRESENT**

Established an independent brand and design consultancy providing strategic creative direction and design services across branding, marketing campaigns, motion graphics, and presentation development.

**EDUCATION & CREDENTIALS**

- Rutgers University - Bachelor of Arts: Graphic Design and Political Science
- Phi Beta Kappa Honors Society

**HONORS & AWARDS**

- Cannes Lions Grand Prix (2018) – Experiential Outdoor Creative
- Clio Awards – Multiple wins for Art Direction, Design, and Promotional Marketing
- Promax North America & Global Excellence Awards – 50+ wins for Design and Marketing Excellence
- Served as Judge for Promax/GEMA, ADC, and Clio Award Design Juries

**LEADERSHIP & COMMUNITY INVOLVEMENT**

**City Green, Inc. - Board of Directors (Vice President)** (Current)
Supporting urban farming initiatives, environmental stewardship programs, and equitable access to healthy food.