

CHRIS SCARLATA

EXECUTIVE CREATIVE DIRECTOR

BRAND IDENTITY + DESIGN DIRECTION + STRATEGY

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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, and digital platforms. 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. Recognized with over 50 major industry design and marketing awards — including Cannes Lions Grand Prix, Clio and Promax Global Excellence honors.

SIGNATURE ACHIEVEMENTS

- **Global Rebrands:** Directed full-scale identity refreshes for Comedy Central and BET Media Group, shaping strategy, execution, and rollout across international markets.
- **Creative Leadership:** Built and scaled in-house design teams of 20+, integrating fragmented units into cohesive, award-winning creative operations.
- **Operational Efficiency:** Drove 85% of design work in-house at Comedy Central, producing major annual cost savings while maintaining brand integrity and increasing creative collaboration.
- **Industry Recognition:** Creative consistently honored at the highest levels.

EXPERTISE & CORE SKILLS

Brand Design & Strategy • Creative Direction • Design Systems • 360 Marketing Campaigns • Promo Packaging • Key Art • Show Opens • Live Events • Workflow Optimization • Project Leadership • Creative Problem Solving • Executive Presentations • Team Building & Mentorship • Vendor Partnerships • Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Paramount: BET Media Group New York, NY

Vice President of Design, Brand Creative / Brand Marketing July 2021 – Sept 2025

- Championed the completion and implementation of BET's 2021 global rebrand across all platforms.
- Directed design strategy and execution for multi-platform brand and promotional marketing campaigns, ensuring consistent, high quality user experiences across BET, BET+, BETX, BET HER, and VH1.
- Scaled and strengthened design operations — expanding Production, Key Art and Motion Design capabilities, streamlined roles & responsibilities and elevated creative output.
- Led design direction across multifaceted tent-poles and live events, including BET Awards, BET Experience, and the first-ever, projection-mapped takeover of the iconic Hollywood sign.
- Enhanced brand communications with tailored style guides, asset distribution, and bespoke presentation templates.
- Sustained team morale, engagement and productivity across multiple reorganizations, preserving creative excellence during corporate transitions and consolidation.

ViacomCBS: Comedy Central New York, NY

Vice President of Design, Brand Creative / Brand Marketing 2012–2020

- Orchestrated global brand refreshes, overseeing creative strategy, executive alignment, partner selection, and campaign rollout across international markets.
- Integrated 20+ person, cross-platform design team, improving workflows, collaboration, performance, and morale across departments.
- Reduced reliance on external agencies by managing 85% of brand design needs in-house, generating significant cost savings while maintaining award-winning standards.
- Engaged with Show Executives and Talent to develop logos, title sequences, and graphic packages, elevating quality and brand identity while reducing production costs.
- Partnered with executive leadership, securing buy-in and continued communication throughout enterprise-wide design and branding initiatives.

Earlier Comedy Central Roles: Motion Design Director > Art Director > Sr. Designer

- Promoted to lead a 12-member team, directing design for brand identity, launch campaigns and tent-pole events.
- Key contributor to continued brand evolution and branding systems across platforms and mediums.
- Mentored and grew emerging talent, fostering diverse skills and increased collaboration.

GRFXFREAK Creative Services North Plainfield, NJ

Owner + Creative Director 2021–Present

- Providing project-based design, branding, and creative direction across mediums and platforms, including brand identity, promotional marketing, motion graphics, and presentation support.

AWARDS & RECOGNITION

- 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 & Promotional Marketing Excellence.
- Served as Judge for numerous Promax/GEMA, ADC, and Clio Award Design Juries.

LEADERSHIP & COMMUNITY ENGAGEMENT

City Green, Inc. | Board of Directors (Vice President) – Since 2006

Non-profit focused on urban farming, environmental stewardship, and equitable access to healthy food.

EDUCATION

Rutgers University – Bachelor of Fine Arts, Graphic Design / Bachelor of Science, Political Science

Phi Beta Kappa Honors Society