

CHRIS SCARLATA

EXECUTIVE DESIGN DIRECTOR

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

SUMMARY

Design leader with 20+ years shaping brand identity and creative systems for globally recognized media brands including Comedy Central and BET. Known for building scalable frameworks and leading multidisciplinary teams to deliver high-volume, culturally relevant work across broadcast, streaming, digital, and live experiences.

SIGNATURE ACHIEVEMENTS

- Led brand design for globally recognized media brands including Comedy Central and BET Media Group.
- Directed brand design across flagship franchises and tent-poles, including South Park, The Daily Show, The Colbert Report, BET Awards, and BET Experience.
- Built and scaled multidisciplinary design organizations supporting high-volume, multi-platform output.
- Delivered award-winning work recognized by Cannes Lions, Clio, GEMA/Promax, and AdAge.
- Established scalable brand systems across broadcast, streaming, digital, and experiential platforms.
- Conceptualized and executed the first projection-mapped takeover of the iconic Hollywood Sign.

CORE CAPABILITIES

Brand Strategy • Design Systems • Creative Direction • Integrated Marketing • Executive Presentations • Key Art • Motion Graphics • Title Sequences • UX/UI • Live Events • Workflow Optimization • Pre & Post-Production • Vendor Partnerships • Team Building & Mentorship • Adobe Creative Suite • Figma • AI Tools

PROFESSIONAL EXPERIENCE

BET Media Group (Paramount Global) | New York, NY

2021 – 2025

Vice President of Design, Brand Creative / Brand Marketing

Led brand design across BET Media Group, one of the most widely distributed entertainment brands celebrating Black culture, spanning broadcast, streaming, digital, social, and live experiences (70M+ households; 3.5M BET+ subscribers).

Key Contributions:

- Directed rollout of BET Media Group's global rebrand, unifying brand identity across BET, BET+, BETX, BET Her, BET Digital, and BET Music Channels, with expansion to VH1 in 2023.
- Partnered with executive leadership to define and align brand strategy with evolving business and audience priorities.
- Developed and implemented brand standards, toolkits, and presentation systems to ensure consistency across internal teams, external partners, and multi-market executions.
- Built and scaled design capabilities across Key Art, Motion, and Design Operations, driving 80% of production in-house, improving quality, consistency, and reducing costs.
- Integrated AI-driven tools (Runway, Firefly, Midjourney) into concepting and production workflows, establishing standards for quality, authorship, and brand alignment.
- Sustained creative excellence, morale, and engagement through multiple organizational changes.

Led brand design and creative direction for Comedy Central, a globally recognized entertainment brand, shaping how it showed up across broadcast, emerging digital platforms, and promotional marketing. (85M+ households)

Key Contributions:

- Delivered global brand consistency and elevated production quality, leading brand refreshes, design strategy, and securing executive alignment to drive enterprise-wide adoption.
- Built and scaled cross-platform design operations, integrating a 20+ person team, streamlining workflows, increasing collaboration, and expanding capacity.
- Drove 85% of brand and promotional design work in-house, achieving significant cost savings while consistently delivering award-winning creative.
- Directed brand identity, title sequences, and promotional design across flagship franchises, collaborating with show creators to shape distinctive visual systems and audience-facing experiences.
- Directed creative for stand-up programming, developing visual systems and title packages to reflect a wide range of distinct comedic voices and emerging talent.
- Guided teams through evolving priorities and organizational change while sustaining creative excellence and team morale.

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

- Directed 12-member motion design team across brand identity, show launches, tent-pole campaigns, and network initiatives.

Grxfreak 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.