

CHRIS SCARLATA

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EXECUTIVE CREATIVE DIRECTOR
BRAND IDENTITY + DESIGN DIRECTION + STRATEGY

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SUMMARY

Executive Creative Director with 20+ years leading global brand identity, design direction, and promotional marketing across television, streaming, print, and digital platforms. Trusted partner to executive leadership, translating creative vision into scalable systems, cohesive design frameworks, and enterprise-wide brand impact.

Known for building environments where strong ideas and invested people thrive, balancing creative ambition with operational rigor. Proven track record shaping global rebrands, developing and mentoring high-performing teams, and delivering work that is both emotionally resonant and strategically grounded. Recognized with 50+ major industry honors, including Cannes Lions Grand Prix, Clio, and Promax Global Excellence awards.

SKILLS & AREAS OF EXPERTISE

STRATEGY & BRAND

- Strategic Brand Vision & Planning
- Global Brand Identity Stewardship
- 360 Marketing & Experiential Strategy
- Audience-Centered Brand Positioning

EXECUTION & DELIVERY

- Award-Winning Creative Development
- Cross-Platform Campaign Execution
- Design Systems & Brand Standards
- Vendor & Agency Partnerships

OPERATIONS & LEADERSHIP

- Workflow & Process Optimization
- AI Tool Research & Implementation
- Team Leadership & Mentorship
- Executive Stakeholder Alignment

PROFESSIONAL EXPERIENCE

Paramount: BET Media Group | New York, NY

2021 – 2025

Vice President of Design, Brand Creative / Brand Marketing

Led global design strategy and execution across brand identity, promotional marketing, and live experiences for BET's portfolio of platforms. Partnered closely with executive leadership to align creative vision with business priorities, while building systems and teams capable of sustaining brand integrity at scale.

Key Contributions:

- Led the completion and enterprise-wide rollout of BET's 2021 global rebrand, ensuring consistency and impact across BET, BET+, BETX, BET HER, and VH1.
- Directed multi-platform brand and promotional campaigns spanning broadcast, streaming, digital, experiential, and live events, elevating creative standards and audience engagement.
- Built and scaled internal Production, Key Art, and Motion Design teams, managing approximately 75% of brand design work in-house to increase efficiency, collaboration, and cost effectiveness.
- Established clear design systems, workflows, and presentation standards that improved alignment across marketing, content, and executive stakeholders.
- Provided design leadership for flagship tent-poles including BET Awards and BET Experience, including the first-ever projection-mapped takeover of the Hollywood Sign.
- Sustained team morale, creative excellence, and productivity through multiple reorganizations and workforce reductions, maintaining continuity during periods of corporate transition.
- Evaluated and implemented emerging AI and generative tools across design and post-production workflows to enhance speed, quality, and scalability.

ViacomCBS: Comedy Central | New York, NY

2012 – 2020

Vice President of Design, Brand Creative / Brand Marketing

Led the strategic vision and execution of Comedy Central's global brand design across broadcast, digital, and experiential platforms. Partnered with network and corporate leadership to evolve the brand while maintaining creative consistency, operational efficiency, and award-winning standards across a rapidly expanding content and platform ecosystem.

Key Contributions:

- Directed global brand refreshes, aligning creative strategy with executive leadership and overseeing multi-market rollouts.
- Built and led a 20+ person, cross-platform design team, streamlining workflows and improving collaboration, morale, and performance.
- Managed approximately 85% of brand design work in-house, delivering significant cost savings while maintaining high creative standards.
- Collaborated with show execs and talent on logos, title sequences, and graphic packages supporting franchise programming and tent-pole initiatives.
- Established scalable design systems and standards enabling consistent execution across marketing, content, and platform teams.
- Mentored and developed emerging creative talent, fostering a collaborative culture grounded in trust, shared ownership, and high standards.

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

- Promoted through increasing leadership responsibilities, culminating in direction of a 12-member design team supporting brand identity, series launches, tent-pole events, and promotional campaigns.

Grfxfreak Creative Services: Owner + Creative Director | North Plainfield, NJ

2020 – PRESENT

Founded and lead a brand identity and design studio providing strategic creative direction and execution for a range of clients, shaping brand systems and visual narratives, and delivering promotional marketing, motion design, and presentation assets across all platforms and mediums.

EDUCATION & CREDENTIALS

- Bachelor of Fine Arts in Graphic Design – Rutgers University
- Bachelor of Science in Political Science – Rutgers University
- 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.