

# CHRIS SCARLATA

## EXECUTIVE CREATIVE DIRECTOR

BRAND IDENTITY + DESIGN DIRECTION + STRATEGY

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### SUMMARY

Award-winning creative executive driven by a deep commitment to craft, storytelling, and the people behind the work. Broad expertise in global brand strategy and design direction across television, streaming, print, and digital media, with a consistent focus on creating work that is both emotionally resonant and strategically grounded.

Demonstrated success building and scaling high-performing teams while bringing clarity and cohesion to complex, multi-platform creative ecosystems. Leadership spans brand identity, promotional marketing, motion graphics, key art, experiential campaigns, and live productions, balancing creative ambition with operational excellence. Known for translating vision into practical systems, design frameworks, style guides, and workflows that empower teams, elevate quality, and sustain brand integrity at scale. Respected for mentorship, talent development, and cultivating collaborative creative cultures where high standards and trust coexist. Recognized with industry honors including Cannes Lions, Clio, and Promax Global Excellence, reflecting a career shaped by meaningful creative impact, enduring partnerships, and a belief that great work starts with invested people.

### 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

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+, BETX, 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 75% 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.

Led strategic vision and execution of all broadcast & digital brand design initiatives, ensuring consistency and excellence across platforms. Built and developed high-performing creative teams, fostering collaboration, mentorship, and operational efficiency. Steered design of multi-channel marketing campaigns, aligning creative output with business objectives and organizational goals. Partnered with executive leadership to drive enterprise-wide adoption of branding standards, optimize workflows, and maintain 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.
- Collaborated closely with show executives and talent on logos, title sequences, and graphic packages to ensure creative alignment and high production value.
- Achieved significant cost savings and maintained award-winning standards by managing 85% of brand design work in-house.

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

- Strengthened brand recognition and elevated creative standards by directing a 12-member design team across brand identity, show launch campaigns, tent-pole events, and mentoring emerging talent.

**Grxfreak Creative Services:** Owner + Creative Director | North Plainfield, NJ

**2020 – PRESENT**

- Established a Brand Identity & Design LLC, delivering creative and brand strategy projects for diverse clients.
- Amplified client brand presence and engagement with project-based design and strategic creative direction, including promotional marketing, motion graphics, and presentation assets for all platforms and mediums.

**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.