

CHRIS SCARLATA

BRAND DESIGN DIRECTOR | CREATIVE DIRECTOR

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

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[PORTFOLIO](#)

[LINKEDIN](#)

SUMMARY

Creative leader with 20+ years shaping brand identity, launch campaigns, and creative systems for globally recognized media brands including Comedy Central and BET Media Group. Known for building scalable frameworks and leading multidisciplinary teams to deliver award-winning, 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, Comedy Central Roasts, 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, Clío, 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.

AREAS OF EXPERTISE

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 and Research 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, ChatGPT) into concepting and production workflows, establishing standards for quality, authorship, and brand alignment.
- Sustained creative excellence, morale, and engagement through multiple organizational changes.

Led Comedy Central's brand design organization, defining creative direction across broadcast, digital, experiential, and marketing initiatives for one of the most culturally influential entertainment brands. (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
- Anthropic: AI Fluency: Framework & Foundations; AI Fluency for Educators certificates

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 (excluding CC and BET related work)

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.