

# CHRIS SCARLATA

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PORTFOLIO

LINKEDIN

BRAND DESIGN DIRECTOR | DESIGN SYSTEMS | MOTION GRAPHICS | INTEGRATED MARKETING

## PROFILE

Creative leader specializing in brand identity, design systems, motion, and hands-on creative direction across globally recognized media organizations. Builds culturally resonant brands and scalable visual systems spanning broadcast, streaming, digital, experiential, and live environments. Leads and mentors multidisciplinary teams while partnering with executives, creators, marketers, and production partners to shape evolving brands and translate strategy into meaningful audience experiences.

## CREATIVE LEADERSHIP HIGHLIGHTS

- Led brand evolution and visual identity systems for Comedy Central and BET Media Group, shaping creative across broadcast, streaming, digital, print, experiential, and live environments.
- Built and mentored multidisciplinary creative teams across design, motion, key art, production, social, and experiential, strengthening craft, consistency, collaboration, and creative culture.
- Directed brand identity, motion, campaign, and experiential creative for flagship franchises and cultural tentpoles including The Daily Show, South Park, BET Awards, BET Experience, Comedy Central Roasts, and stand-up programming.

## AREAS OF EXPERTISE

Brand Identity • Design Systems • Creative Direction • 360 Marketing • Motion Graphic Systems • Key Art • Live Events • Executive Presentations • Title Sequences • UX/UI • Pre- and Post-Production • Workflow Optimization • Team Building & Mentorship • Vendor Partnerships • Adobe Creative Suite • AI-Assisted Creative Workflows

## 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, shaping how one of the leading media brands celebrating Black culture expressed itself across a complex ecosystem of broadcast networks, streaming platforms, digital channels, social content, live events, and cultural experiences.

- Helped complete and roll out BET Media Group's global rebrand, unifying brand identity across BET, BET+, BETX, BET Her, BET Digital, BET Music Channels, and later VH1.
- Directed brand identity, key art, motion, campaign, and experiential creative for flagship programming, awards franchises, live events, and fan experiences.
- Strengthened internal creative operations through clearer design systems, toolkits, templates, presentation frameworks, and workflows across design, motion, production, and marketing teams.
- Led high-profile experiential creative including the first projection-mapped takeover of the Hollywood Sign, translating a major cultural campaign into a landmark brand moment.

**Comedy Central**, ViacomCBS | New York, NY  
Vice President of Design, Brand Creative / Brand Marketing

**2012 – 2020**

Led the evolution of Comedy Central's global brand system, helping shape one of entertainment's most distinctive editorial and comedic brands across broadcast, streaming, digital, marketing, and live experiences while adapting to shifting technologies, platforms, cultural influences, and fan engagement.

- Directed creative for flagship franchises including The Daily Show, The Colbert Report, South Park, Roasts, stand-up, and tentpole events, translating bold voices into cohesive audience experiences.
- Built and mentored nimble, multidisciplinary teams known for delivering high-quality work under demanding timelines and rapid cultural cycles.
- Partnered with show creators, executives, marketers, production, and ad sales teams to shape campaigns, experiences, and storytelling across the brand ecosystem.
- Scaled in-house design and production capabilities to 85%, strengthening creative efficiency while maintaining award-winning standards.
- Earlier roles progressed from Senior Designer to Art Director to Motion Design Director.

**Independent Design Consultant** | North Plainfield, NJ  
ChrisScarлата.com — Owner / Creative Director

**2020 – PRESENT**

Provide strategic creative direction across brand identity, integrated campaigns, motion systems, executive communications, and presentation storytelling. Support clients through creative development and communication systems that clarify ideas, strengthen visual expression, and elevate presentations.

## TEACHING + MENTORSHIP

Developed designers, motion artists, production teams, and emerging creative talent through critique, collaboration, hands-on guidance, and real-world problem solving. This mentorship practice continues to inform an interest in teaching, professional practice, and helping the next generation build confidence, craft, and critical thinking.

## EDUCATION + CREDENTIALS

- Rutgers University — BA, Graphic Design and Political Science; Phi Beta Kappa
- Anthropric Certification — AI Fluency: Framework & Foundations; AI Fluency for Educators

## HONORS + AWARDS

- Cannes Lions Grand Prix — 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 GEMA, ADC, and Clio Award Design Juries

## COMMUNITY + LEADERSHIP

**City Green, Inc.** Board of Directors, Vice President

**2005 – PRESENT**

City Green envisions livable, green urban communities that are socially, economically and environmentally rejuvenated. Our programs offer practical, technical and financial resources to foster equitable access to local food and green spaces, in support of sustainable, healthy communities. More at [CityGreenOnline.org](http://CityGreenOnline.org)