

# Nicholas Scragg

Red Bank, NJ  
908-902-6514  
[nscragg@gmail.com](mailto:nscragg@gmail.com)  
[LinkedIn](#)  
[Portfolio](#)

## SUMMARY

Creative Art Director and Senior Designer with 15+ years shaping brands through design, digital marketing, and high-end ad creative. I've led work that drove year over year sales growth to globally recognized brands, helped launch 100's of products, and gave brands a fresh pulse. I think fast, move smart, and make it look damn good.

## MY SKILLS

**Branding & Design:** Visual Identity, Packaging, Typography, Campaign Design, Social Media

**Tools & Tech:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier, After Effects), Figma, Slack, Basecamp, Click-Up

**Creative Leadership:** Art Direction, Mentorship, Cross-Team Collaboration, Strategy, Execution

## PROFESSIONAL EXPERIENCE

### Senior Graphic Designer & Production Artist

#### Signs By The Sea (Licensed PGA Retailer) - NJ | 2020 - Present

- Created and launched the Graffiti Golf line, a nostalgic-meets-modern brand spanning signage, glassware, and merchandise.
- Built branding and visuals optimized for Instagram, Facebook to expand audience reach.
- Partnered with production teams to adapt creative for materials like steel-cut signs, keeping design integrity intact.
- Developed new product offerings to meet market demand and drive merchandising innovation.

### Senior Graphic Designer & Creative Lead

#### Condemned Labz (Global Sport Nutrition Supplement Brand) | 2019 - Present

- Designed product packaging, digital ads, and social content for DTC, Amazon, and distributor channels.
- Maintained brand consistency across web, email, and social campaigns.
- Created custom apparel and merchandising lines for fan engagement and retail sales.
- Collaborated with product, sales, and marketing teams to align visual language with performance goals.

### Senior Art Director

#### Gaspari Nutrition, NJ (Global Sport Nutrition Supplement Brand) | 2015 - 2024

- Directed high-performing creative campaigns across digital, video, and print.
- Designed industry-compliant packaging that balanced function and aesthetics.
- Managed fast-paced content production for launches, social drops, and event promos.
- Ensured brand cohesion across all touch points while mentoring junior creatives.

### Senior Graphic Designer

#### National Entertainment Collectables Association (NECA) - NJ | 2010 - 2015

- Created licensed merchandise and packaging for globally recognized IPs and franchises.
- Developed cohesive visual systems across product lines for retail and online distribution.
- Collaborated cross-functionally to align product design with fan expectations and retail strategies.

### Graphic Designer

#### Rainkist-Futai USA (Wholesale Umbrella Manufacture) - NJ | 2006 - 2009

- Designed custom textiles and promotional umbrellas for B2B and B2C markets.
- Streamlined production processes and managed printing to improve turnaround times.
- Helped expand brand visibility through catalogs, displays, and event materials.

## CORE QUALIFICATIONS

---

- Expertise in developing and maintaining consistent brand identities across various platforms.
- Skilled in creating engaging content for social media channels to drive audience interaction and brand visibility.
- Ability to design and produce high-quality digital assets for web, email, and social media platforms.
- Experience in developing and executing innovative marketing strategies to achieve business objectives.
- Knowledge of current design trends and ability to integrate them into creative projects.
- Talent for creating impactful event materials such as signage, invites, and promotional items.
- Strong skills in ensuring cohesive visual identity and messaging across all communications channels.
- Innovative approach to generating creative concepts and solutions for design projects.
- Expertise in optimizing content for specific social media platforms to maximize engagement.
- Ability to leverage cutting-edge digital marketing techniques to enhance brand presence and market reach.

## EDUCATION AND CERTIFICATIONS

---

**School of Visual Arts New York, NY**

Bachelor's Degree in Fine Arts | 2002-2006