

Nicholas Scragg

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Professional Summary

Design systems driven creative leader with 15+ years of experience across branding, packaging, digital marketing, paid social, email, eCommerce, and campaign design. Proven at building scalable visual systems for DTC, Amazon, and retail brands while balancing hands-on execution with creative leadership. Known for translating complex ideas into high-performing creative that drives engagement, conversion, and brand consistency.

Core Skills

- Brand & Visual Identity Systems
- Packaging Design (CPG & Supplements)
- Email & Lifecycle Creative
- Paid Social Ads (Meta, Instagram, Facebook)
- Amazon A+ Content & DTC Assets
- Campaign Design & Performance Creative
- Landing Pages & Conversion Optimization
- Art Direction & Creative Leadership
- Cross-Functional Collaboration
- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects)
- Figma, Slack, Basecamp, ClickUp

Professional Experience

Creative Lead

Condemned Labz (Global Sports Nutrition Brand) | 2019–Present

- Led a digital-first brand and campaign system evolution across e-commerce, paid media, and social while preserving the brand's hardcore performance identity.
- Built scalable creative frameworks for campaigns, PDPs, and social content, improving consistency and speed across all digital touch points.
- Designed high-performance e-commerce PDP visual systems that improved hierarchy, clarity, and product storytelling.
- Directed campaign creative for launches, promotions, and paid media across Meta and digital platforms.
- Collaborated with internal packaging teams to align digital execution with physical product design and brand direction.

Impact:

- Increased e-commerce PDP engagement by **20–30%**
- Lifted paid social and digital campaign CTR by **15–25%**
- Drove **18–25%** growth in social engagement following system rollout
- Reduced campaign asset production timelines by **30%** through repeatable frameworks
- Improved conversion efficiency through clearer messaging and visual hierarchy

Creative Lead & Production Artist

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

- Created and launched the **Graffiti Golf** brand, developing a scalable visual system across signage, glassware, and merchandise.

- Designed social-first creative for Instagram and Facebook to expand reach and product awareness.
- Partnered with production teams to translate creative into steel-cut signage, glass, and specialty materials while preserving brand integrity.
- Developed new product offerings informed by customer demand and retail trends to support merchandising growth.

Senior Art Director

Gaspari Nutrition (Global Sports Nutrition Brand) | NJ | 2015–2024

- Led a comprehensive brand refresh modernizing Gaspari Nutrition's visual identity while preserving credibility within the performance supplement category.
- Designed and scaled compliant packaging systems for **100+ SKUs** across DTC, Amazon, and global retail channels.
- Directed campaign creative, art direction, and launch systems across digital, paid media, e-commerce, video, and retail environments.
- Developed modular creative systems supporting rapid SKU launches and ongoing promotional cycles.
- Mentored junior designers and managed high-volume creative output while maintaining brand cohesion.

Impact:

- Helped stabilize annual revenue at approximately **\$9.5M** amid heavy market consolidation
- Ranked **7th out of 89** active supplement brands in visibility and competitiveness
- Supported expansion into **40+ international markets**
- Drove **double-digit increases in PDP engagement** and reduced bounce rates year over year
- Reduced creative production timelines by **30%+**, enabling faster launches

Senior Graphic Designer

National Entertainment Collectibles Association (NECA) | NJ | 2010–2015

- Designed licensed consumer products, packaging, and retail display systems for globally recognized entertainment properties across mass retail and specialty channels.
- Delivered packaging and retail creative for **high-profile licensed film, television, and gaming franchises**, working within strict brand standards and approval workflows.
- Built cohesive visual systems across multiple product lines to support shelf clarity, collector appeal, and brand consistency.
- Partnered cross-functionally with product development, licensing, marketing, and production teams to execute high-volume SKU launches on compressed timelines.
- Created packaging optimized for retail planograms, collector engagement, and international distribution requirements.

Impact:

- Contributed to the launch and refresh of **hundreds of licensed SKUs** distributed globally
- Improved shelf consistency through standardized visual systems
- Accelerated licensed product turnaround times by streamlining design and approval workflows
- Supported sustained retail demand and repeat collector engagement
- Ensured license compliance across large-scale production runs and international markets

Education

Bachelor of Fine Arts (BFA)

School of Visual Arts, New York, NY