



Scott Bellina | New York, NY

Creative Portfolio

Scott Bellina

Executive Creative Director & Brand Strategist

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A no-nonsense, strategic approach to branding and design, combined with client partnership = **impact results**.

Overview / Bio

For over 25 years, Scott Bellina has amassed an extensive portfolio of brilliant creative direction and design. Before founding BCBD in 2009, Scott honed his craft as lead creative in top agencies located in New York City, London, Dallas, and New Orleans.

Moreover, he has provided award-winning creative for clients such as Nike, adidas, Cosmopolitan, Showtime, BBC Worldwide, Madison Square Garden Entertainment, the National Hockey League, IFC, eMusic.com, Fuse, Samsung, Temple Turmeric, Qello Concerts, the New York Rangers, and the New York Yankees.

“To change a person’s perception of the world is a privileged task that demands superb talent and the belief in endless possibility.”

Scott Bellina | Executive Creative Director · NYC

Scott Bellina builds high performance brands through premium graphic design, content, and strategy. As a creative business strategist, Scott strives to explore what is aesthetically possible, often times, in the face of what is not. He works under the mantra that good design sells products and services, but it is strategic design that tranforms the world around us.

A native of New Orleans, Scott received a Bachelor of Fine Arts from Louisiana State University with a concentration in Graphic Design. Upon relocating to Manhattan in April 2001, Scott has worked with boutique design firms, publicly-traded corporations, branding agencies, advertising agencies, global magazine publications, and in-house creative teams. In 2009, he founded BCBD LLC as Executive Creative Director.

Scott’s passion for visual design has generated a mastery of multiple core-competencies including creative direction, brand strategy, graphic design, user-experience design, interaction design, and copywriting. Scott also excels in building client relationships and working in team-based environments. Aside from his design-career, Scott is an ASCAP-published musician, a handcrafted hot sauce entrepreneur, and he also volunteers as a life coach for Landmark Education.

Over 25 Years of Client Experience

Scott Bellina has two decades of design and branding experience, services include Brand Concept and Naming to Identity Creation and Launch. Here’s a list of the brands we’ve partnered with along the way:

135 Madison	eMusic	Müller Dairy Ltd (UK)	SME Branding, Inc
adidas	FIFA	NASCAR	Sonos
Align1 Solutions / Muuv360	Foodtrainers Inc	National Basketball Association	Sports Capital Partners
AND1	Foot Locker	National Football League	Sports Marketing Japan
Atlantic Pictures	Footaction	National Hockey League	Starlight Orchestras
Avia	FUSE Channel	New York State Tourism	Tabasco
Baltimore Orioles	Ibis Bay Beach Resort	New York Yankees	Teen People Magazine
BBC America / Worldwide	IFC Channel	Nike	Temple Turmeric
The Beacon Theatre	Kappa	Nordic Innovation Labs	Texas Rangers Baseball
Bondi Digital Publishing	Kids Foot Locker	New York Rangers	The Tickin Law Group
Bootzwalla Fashion	Kraft Foods	Nielsen	Timberland
Boulder Crest Foundation	Lady Foot Locker	Passionate Entertainment, Inc	Trouvaille Home
BrazzoMD	LivWell Foods	Pfizer	USA Film Festival
Canadian Football League	Love Grace Foods	Poydras Capital Partners	United States Olympic Committee
Cancer Advocacy Group of LA	Love Sun Body Sunscreen	PR Boutiques International	Washington Capitals
CataBoom Promotions	Lympho-Maniac Cancer Fund	Qello Concerts / Stingray	
Champs Sports	Madison Square Garden	Quinnipiac University	
Columbus Blue Jackets	Major League Baseball	Radio City Music Hall	
Cosmopolitan Magazine	Match Bar (UK)	RED PR	
Dallas Stars	Matrix Haircare	Rich Mauti Cancer Fund	
Daniel K Jewelry	MetaSolv Software	Samsung	
David Mexico Design Group	Mighty Ducks of Anaheim	SCA Promotions	
Domino’s Pizza	MSG Network	Showtime Sports	

Scott's Creative Process: Beauty in Listening

A beautiful solution is as much about process as it is about results. Creativity is the foundation of brand building, and “to create something out of nothing” is the essence of the creative process. As creative a strategist, Scott focuses on the client and their audience’s needs. An empathetic approach is the key to his four-step creative process.



1. Listen.

It starts with in-depth discovery about the team, organization, the audience and the competition. Scott asks about the who, the what, the how, and most importantly, the why. These discovery sessions inform the value proposition and the successful positioning of a brand in a competitive marketplace.



2. Define.

Through a comprehensive understanding of goals, he works to define the audience, strategic approach, and necessary deliverables to materialize the brand. It starts with a strong brand strategy outlining the mission, core purpose, and guiding principles, sequentially informing the brand’s attributes and positioning within the industry.



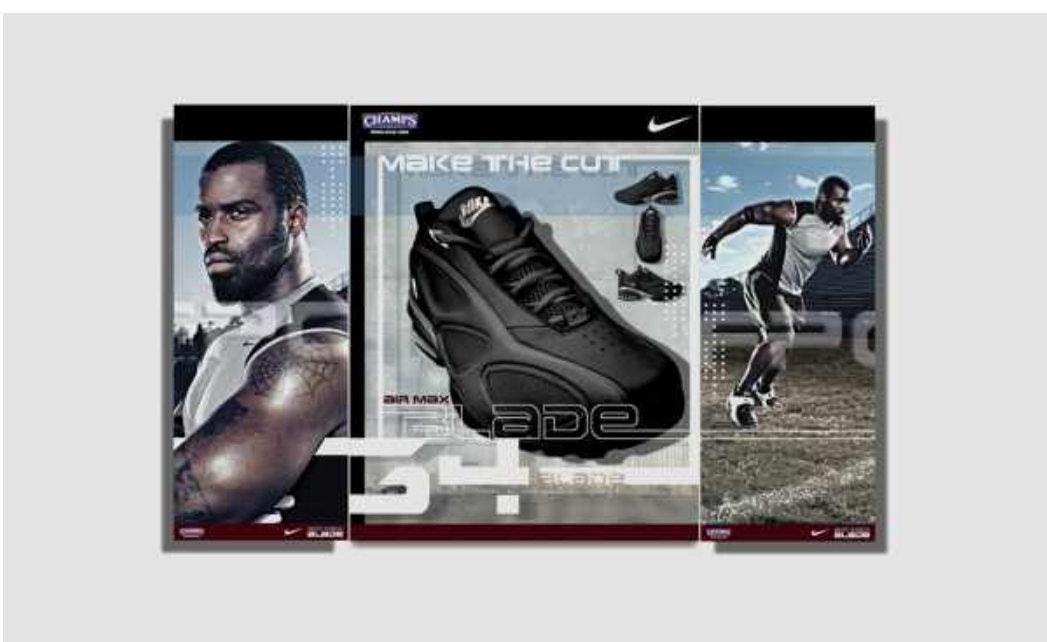
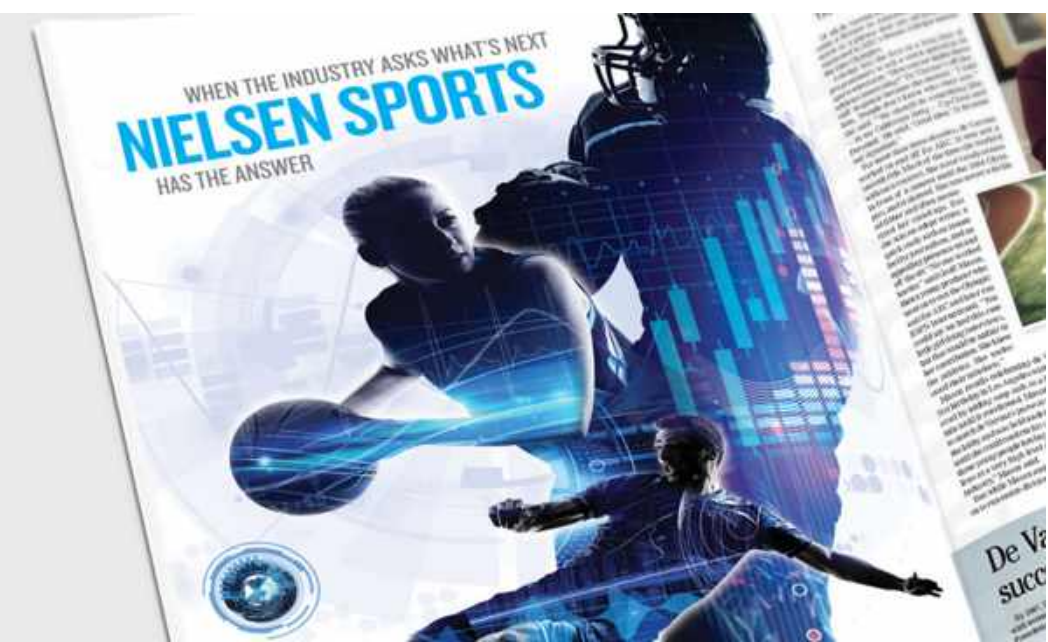
3. Express.

His approach is flexible, usable, and beautiful. He’s among the best in the business with a portfolio that speaks for itself. The process is collaborative. Scott uses his experience and vast archive to partner with and guide clients to make informed choices about the overall brand aesthetic amidst industry trend. The client is as important to the creative process as the creative team.



4. Assess.

One of the most important steps to the process is often the most neglected — evaluation. What’s going well? How can we build upon what’s been created? What other areas and deliverables can be produced to further your reach? When launching a brand, there should be no stone left unturned. We guide you on the track to success.



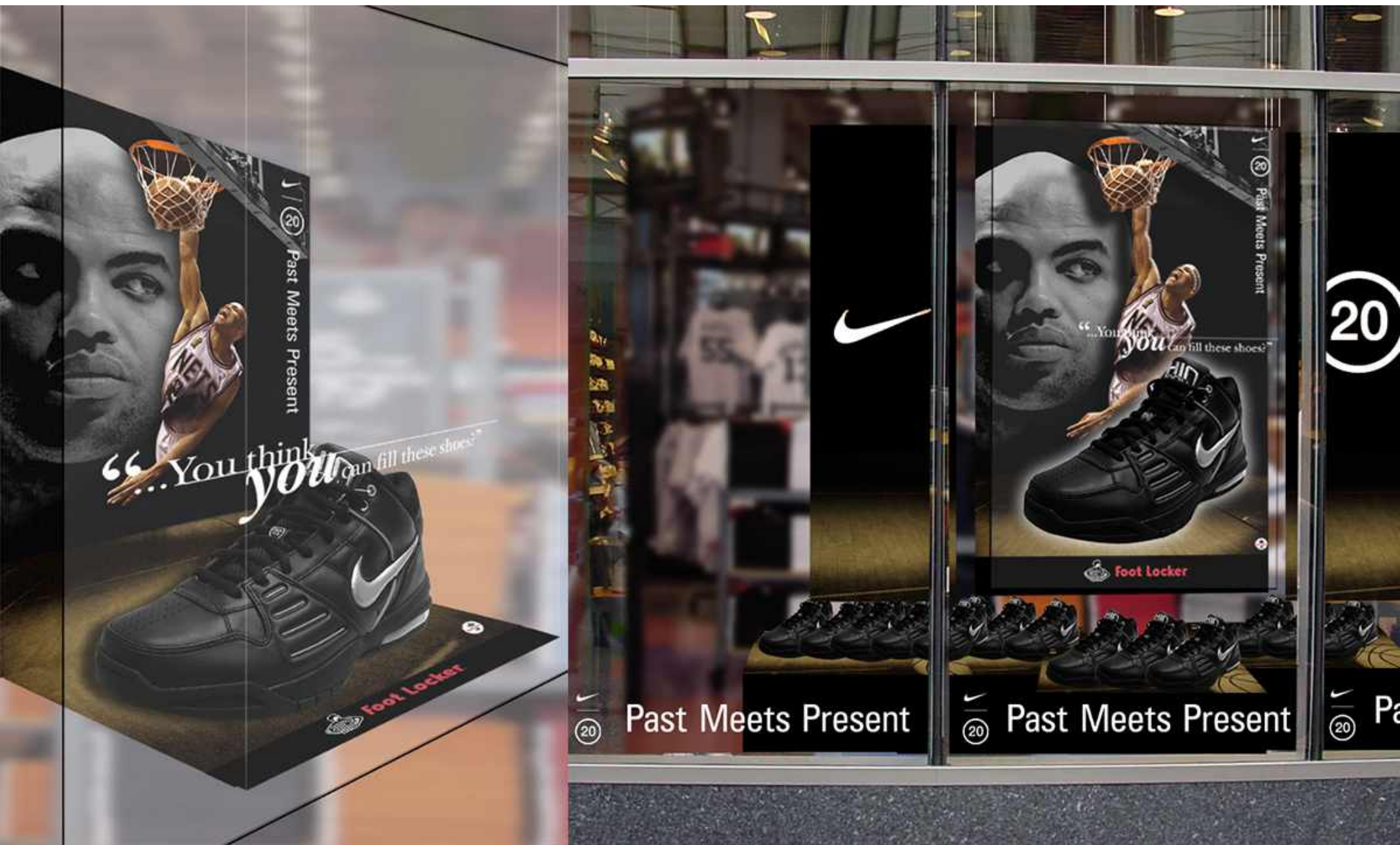
Sports Branding — Miscellaneous Projects

Executive Creative Director Scott Bellina began designing for the sports industry in 1998 when he designed the website for the 1999 NHL Stanley Cup Champion Dallas Stars. Before founding Scott in 2016, he began his career in sports branding while working as Associate Creative Director of SME Branding and continued as Design Director at Catch New York. He's held positions and provided creative partnering services for entertainment and sports-affiliated branding and advertising agencies based in Manhattan and the UK.

BCBD.agency/sports

Sports Client Experience:

adidas · Avia · Baltimore Orioles · Canadian Football League · Champs Sports · Columbus Blue Jackets · CONCACAF · Dallas Stars · FIFA · Foot Locker · Footaction · Kappa · Madison Square Garden · Major League Baseball · Mighty Ducks of Anaheim · MSG Network · NASCAR · NBA · NFL · NHL · Nike · New York Rangers · Quinnipiac University · Rangers FC · Showtime Sports · SME Branding · Sports Capital Partners · Sports Marketing Japan · Texas Rangers Baseball · United States Olympic Committee · Washington Capitals



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Rangers FC: A Brand for the People

Rangers, giants of Scottish football for almost as long as the game has been played, partnered with Scott Bellina to execute and deliver a comprehensive Brand Guidelines & Graphic Standards Manual, along with a conceptual Visual Language & Graphics Package to affirm a new brand positioning for Rangers FC. With a passionate fan base across the globe, Rangers are optimizing their return to topflight Scottish Football.

[rangers.co.uk](https://www.rangers.co.uk)

Creative Direction
Corporate Identity
Graphic Design
Merchandise & Apparel Design
Brand Guidelines & Graphics Standards Manual
Logo Evolution

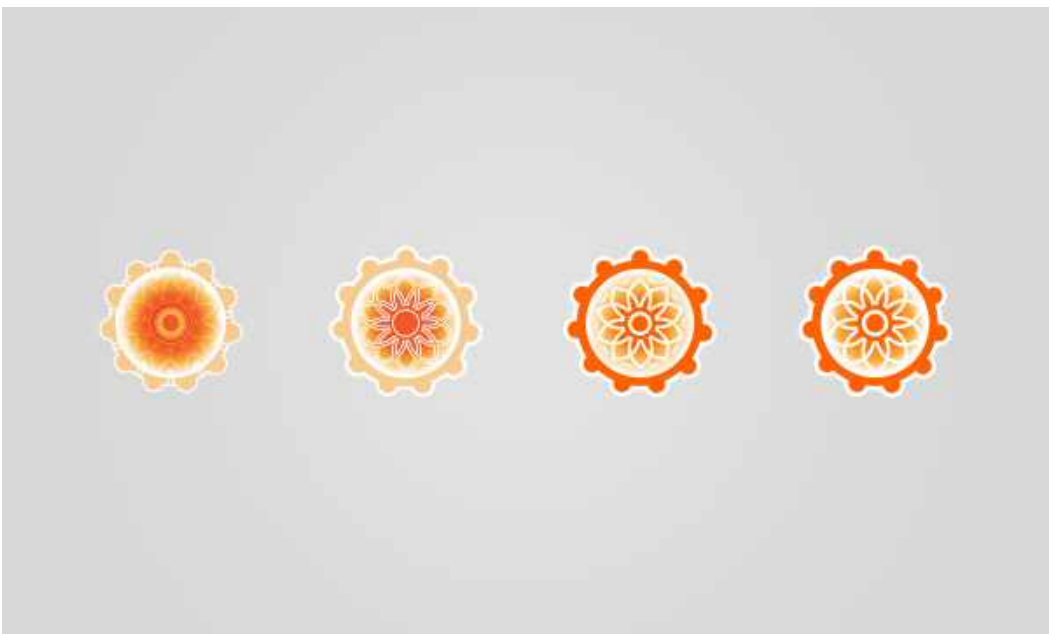
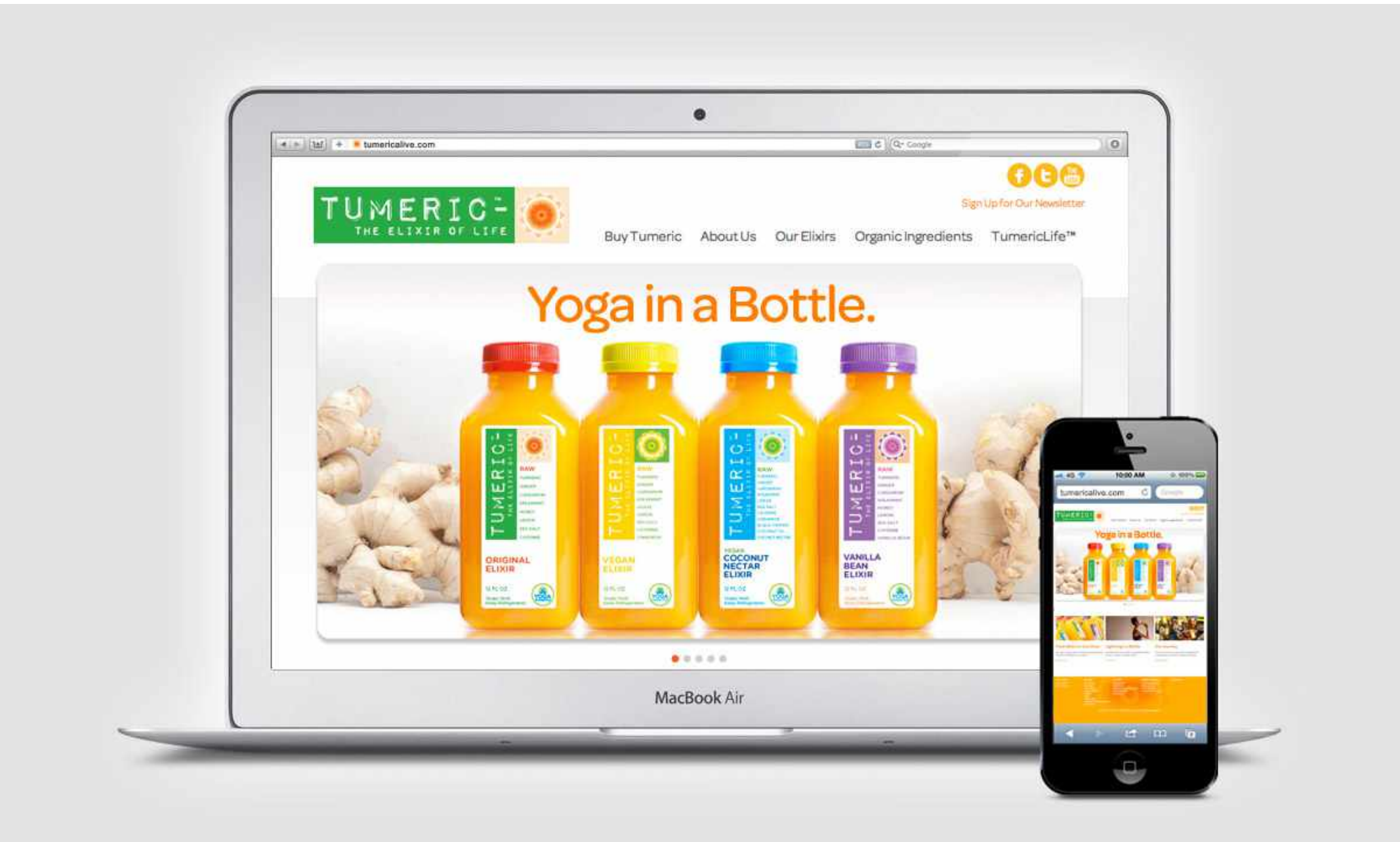
“Scott Bellina delivered exceptional creative leadership in refreshing the Rangers FC brand identity. His meticulous approach to our graphic standards manual and visual language package perfectly balanced our club's storied heritage with contemporary design elements needed for our return to top-flight Scottish football. Scott demonstrated remarkable understanding of our global fanbase's connection to the Rangers identity, creating cohesive guidelines and merchandise designs that respect tradition while positioning us for future growth. Working with Scott felt like collaborating with someone who truly understood the heart of Rangers and could translate that passion into sophisticated design strategy.”

— Fred Popp, CEO, TeamUp UK



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- Creative Direction**
- Corporate Identity**
- Graphic Design**
- Merchandise & Apparel Design**
- Brand Guidelines & Graphics Standards Manual**
- Logo Evolution**



TumericALIVE: Elixir of Life

TumericALIVE was born with just a blender and the dream of sharing organic, turmeric-based elixirs with the world. After a successful launch into Whole Foods, Scott Bellina led their natural products branding and creative marketing efforts. What began as a grassroots operation serving yoga studios and health stores in the East Village of NYC, has radiated into a national brand, serving thousands of customers each day across the United States.

Brand Strategy
Copywriting
Creative Direction
Graphic Design
Packaging
Web Design & Development

“Scott Bellina and I have been working closely for 5 years. Our journey together has been integral to the branding of TumericALIVE, now Temple Turmeric. Scott’s attention to detail, visual integrity, and knowledge of natural products branding is world class. Scott is a pro and a pleasure to work with.”

— **Daniel Sullivan, Founder, Temple Turmeric**



Blü Finn Lonkero: The Taste of Finland

Finn Beverages tapped Scott Bellina for brand strategy and alcohol beverage packaging for their debut product Blü Finn. Based on the Finnish “lonkero” (long drink), Blü Finn is a refreshing, ready-to-drink grapefruit and gin-based spirit dating back to the 1952 Summer Games held in Helsinki. Using only the finest natural ingredients with no additives or preservatives, Finn Beverages has crafted a uniquely bold, fresh American take on their family’s Finnish heritage. One that is worthy of a 21st-century buzz. Blü Finn is The Taste of Finland, Finely Crafted in the USA.

Beverage Packaging
Brand Naming
Brand Strategy
Copywriting
Creative Direction
Logo Design
Graphic Design
Product Naming

“Scott Bellina designed a dynamic package of branding essentials necessary to grow Finn Beverages. Moreover, Scott listens, strategizes, works enthusiastically, and produces brilliant results. We are very pleased about our decision to select Scott as our branding firm.”

— Rainey Davis and Paul Davis, Co-Founders, Finn Beverages



Love Grace Juice: Renew. Refresh. Revitalize.

Love Grace Foods is a small company making a big impact. Their mission is to provide a higher level of vitality through optimal nutrition. They make gourmet cold-pressed juices, smoothies, and elixirs made-to-order. Love Grace commissioned Scott Bellina to create an inviting beverages branding mark and typographic system that captures the essence of what they do. They needed a unique look to resonate with their growing consumer base. Love Grace’s products are truly transformational to the body, mind, and soul. So, it was crucial for us to establish a brand that welcomes consumers to the world of healthy living.

lovegracejuice.com

Brand Strategy
Creative Direction
Corporate Identity
Graphic Design
Brand Guidelines & Standards
Logo Evolution

“To this day, my partner and I remain happy and confident with the brand image Scott Bellina helped us develop in the world. We have worked with other designers, but Scott sets himself apart as an authentic creative visionary. That is rare to find. Not only does he hold a deep skill set, he also has a deep love for his work making it truly special.”

— **Jake Mabanta, Co-founder, Love Grace Foods**



Qello: Unlock the Experience

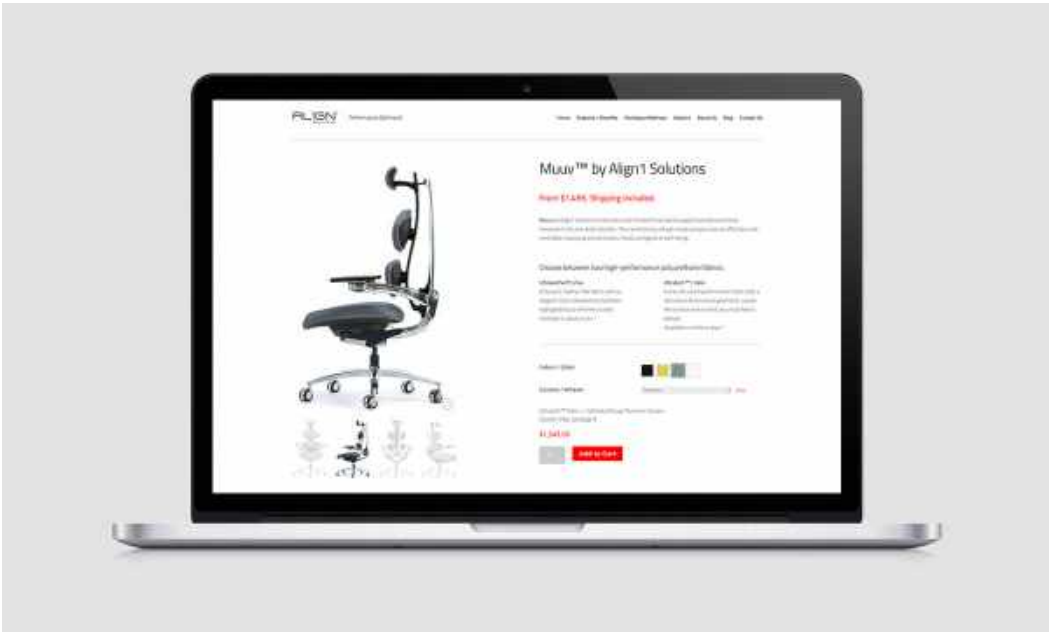
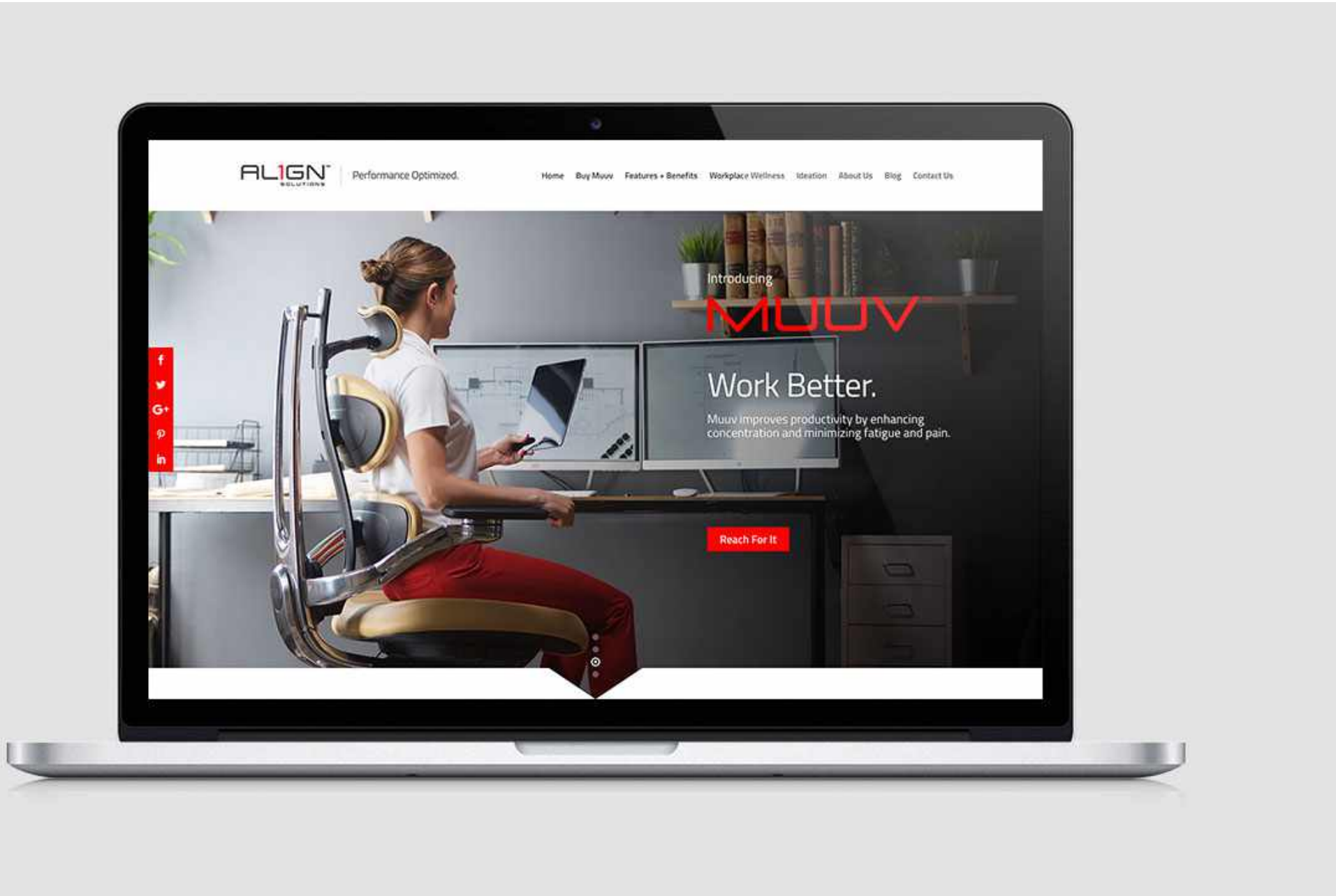
Scott Bellina partnered with Qello for software platform branding to amplify their voice above the masses in the technology application and music industries. Qello is “the world’s largest vault of HD music concerts and films”. It is a cutting-edge platform for streaming live music video and documentary content. From the classic album to the classic concert, you get it where you want it, when you want it. Scott was tapped to find the “soul” of Qello’s brand through a comprehensive, strategic process using interviews and user personas to influence the brand’s positioning.

qello.com

Brand Strategy
Brand Positioning
Software Platform Branding
Creative Direction
Graphic Design

“Scott Bellina revolutionized our brand positioning through his strategic vision and creative expertise. His comprehensive approach to understanding Qello’s unique place in the streaming landscape helped us articulate our value in the crowded music technology space. Scott didn’t just design our platform identity — he uncovered the soul of our brand through thoughtful user research and industry analysis. Scott’s creative direction established a foundation that continues to guide our growth as the world’s premier destination for concert streaming. His partnership transcended typical client-vendor relationships, demonstrating genuine passion for our mission of connecting fans with the music they love.”

— **Brian Lisi, Founder & President, Qello**



Align1 Solutions: Performance Optimized®

Align1 Solutions provides innovative and purpose-driven solutions that support and improve well-being for a healthy and active lifestyle. “Muuv™ by Align1 Solutions” is a complete seating solution that combats and prevents health issues associated with sitting and standing for a long period of time. Scott Bellina positioned the Muuv® chair and Align1 for success from ideation to launch through extensive strategic product branding, naming, creative design, print advertising, and e-commerce web development.

align1solutions.com

Competitive Audit
Brand Strategy
Brand Positioning
Company & Product Naming
Creative Direction
Logo Design
Copywriting
Print & Digital Collateral
Web Design & Development
E-Commerce Development

“As a start-up, we came in with zero experience in branding and design, but with an eagerness to define our story in a way that would eliminate competition. Scott Bellina and his team delivered beyond our expectations. Scott Bellina’s extensive array of industry experience is showcased in our website, but it was also demonstrated through professionalism, innovation, artistry, patience, and overall great attitude. The value added by using Scott simply can’t be overstated.

Scott is concise yet encompassing. Options were presented without being overwhelming. They constructively worked with our feedback — interpreting the meaning between the words to guide us in finding our company’s voice and defining our brand. They kept us on track during trying periods of discovery, all the while deliverables were met in a timely manner.”

— Bryce Harlow, Align1 Solutions



Starlight Music NYC: The Art of Energy Flow

Starlight Music NYC and their performance group Starlight Orchestras is the highest possibility of what live music can be when geared for a private event. While not a concert or show, their event presentation is the same caliber as headline entertainment. They offer the most premium entertainment product to their clients and events. These include the Presidential Inauguration Ball, Mardi Gras Galas, and Catherine Zeta Jones-Michael Douglas's wedding. Starlight Orchestras founder Valerie Romanoff partnered with Scott to bring that same level of quality to it's logo and website design.

starlightmusic.com

Brand Strategy
Creative Direction
Graphic Design
Logo Design
Web Design & Development

"I can't say enough about how wonderful Scott Bellina is to work with. He has transformed my company's image in a way that I didn't know was possible. He heard all of our input and created something fantastic. His understanding of my brand, his art, and his creativity are truly inspiring."

— Valerie Romanoff, Starlight Orchestras



Love Sun Body: Safe for Your Body & the Planet

Love Sun Body Sunscreens are the first and only face and body sunscreens certified 100% Natural by Ecocert Greenlife according to the COSMOS standard. COSMOS-certified products are produced to the highest standards for organic and natural cosmetics. They are safe, effective, ethically-sourced and good for the environment. Love Sun Body tapped Scott Bellina to steward their branding and design efforts — elevating the brand creative to match its high-quality product.

lovesunbody.com

Creative Direction
Corporate Identity
Graphic Design
Brand Guidelines & Standards Manual
Logo Evolution
Packaging

“Scott Bellina transformed our brand identity with exceptional creative vision that perfectly aligned with our commitment to natural, environmentally responsible skincare. Scott demonstrated remarkable ability to understand both the scientific foundations of our products and the emotional connection consumers seek with sustainable brands. His creative direction established sophisticated brand guidelines that have provided consistent direction as we’ve expanded our product line. The visual system Scott developed elevates our presence at retail, making our commitment to 100% natural ingredients immediately apparent to consumers. His partnership was invaluable in ensuring our brand presentation matches the exceptional quality of our formulations.”

— Dr. Terry Zickerman, Founder, Love Sun Body



LIVWELL Foods: Pasta Sauce Reimagined

Olivia Napoli, founder of LIVWELL, is on a mission to empower and heal through the power of food. As the daughter of second-generation Italian farmers, she grew up on farm fresh organic food and authentic Italian recipes passed down through generations of mothers and grand-mothers. Olivia tapped Scott Bellina to create a fresh, contemporary approach to her nutritious, craveable line of pasta sauces... “Reimagined”. Olivia developed her sauces with delicious, clean plant-based superfoods. It was critical to reflect this purity in her branding and design.

livwellfoods.com

Creative Direction
Packaging Design
Label Design
Graphic Design Standards Kit

“Working with Scott Bellina was transformative for my business. His exceptional design sensibility took my original concept and elevated it beyond anything I could have envisioned. What sets Scott apart is his ability to combine artistic innovation with practical business understanding. His work wasn’t just timely and reasonably priced—it was truly inspired. Rather than simply executing my requests, Scott functioned as a strategic creative partner, anticipating needs I hadn’t even articulated. For anyone seeking design work that truly stands out, Scott delivers results that speak volumes.”

— Olivia Napoli, LivWell Foods

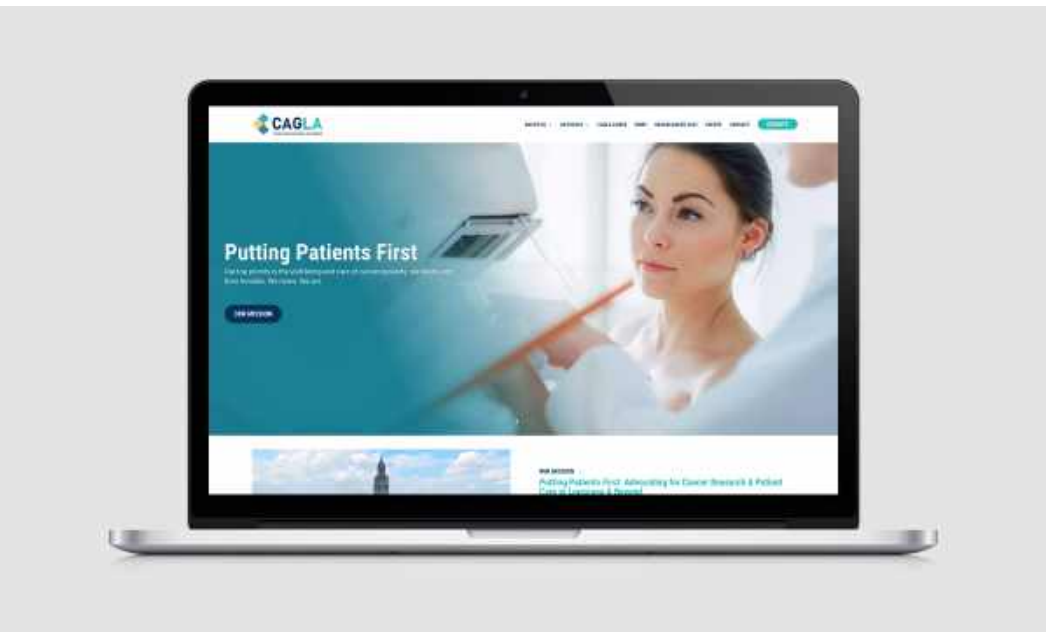


Erasa XEP 30: The Timeless You

Scott Bellina developed ERASA Skincare’s cosmetics branding strategy, their brand positioning, and creative advertising concepts for the product launch. ERASA XEP 30 by BioMimetic Laboratories is a ground breaking formulation that improves skin firmness, reduces age spots and dark circles, and brightens skin tone making it more uniform. XEP 30 is a biomimetic, synthetic neuropeptide that relaxes the surface of the skin. With continued use, wrinkles and lines are smoothed and filled without blocking movement or causing “frozen face” a common side effect of injectables.

erasaskincare.com

Brand Strategy
Brand Positioning
Cosmetics Branding
Creative Direction
Graphic Design
Copywriting



Cancer Advocacy Group of Louisiana: Putting Patients First

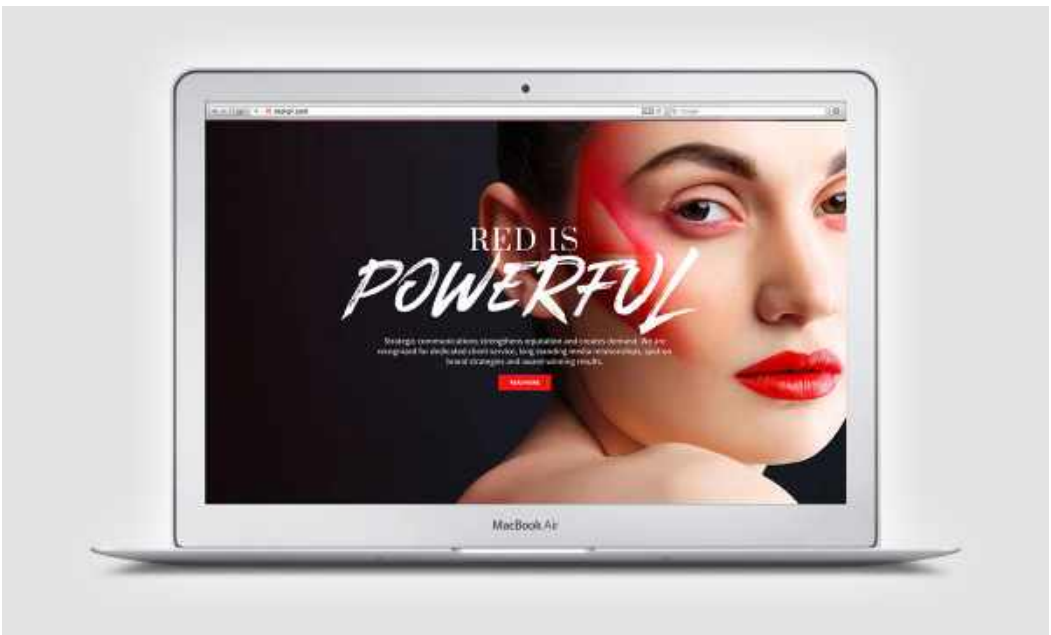
Scott Bellina provided strategic creative direction for the Cancer Advocacy Group of Louisiana (CAGLA), developing their brand strategy, website design and development, and copywriting to effectively communicate their mission of advocating for cancer research and patient care throughout Louisiana. His work encompassed art direction and design that amplified CAGLA's commitment to eliminating cancer through legislative action and community support.

cag-la.org

Brand Strategy
Copywriting
Creative Direction
Graphic Design
Logo Design
Web Design & Development

“Scott Bellina is a true professional. Through creative interviews and questionnaires, Scott was able to turn our website and content into a strong and unique representation of our business. One of Scott’s main strengths is that he is a creative content writer and visual design expert who can quickly grasp and enhance his clients’ business and marketing strategies. Scott’s “hands on approach” makes them feel less like brand strategists and more like actual partners in their clients’ businesses.”

— **Chad Landry, President & Chairman of the Board, CAGLA**



RED PR: Shaping Perception with Style

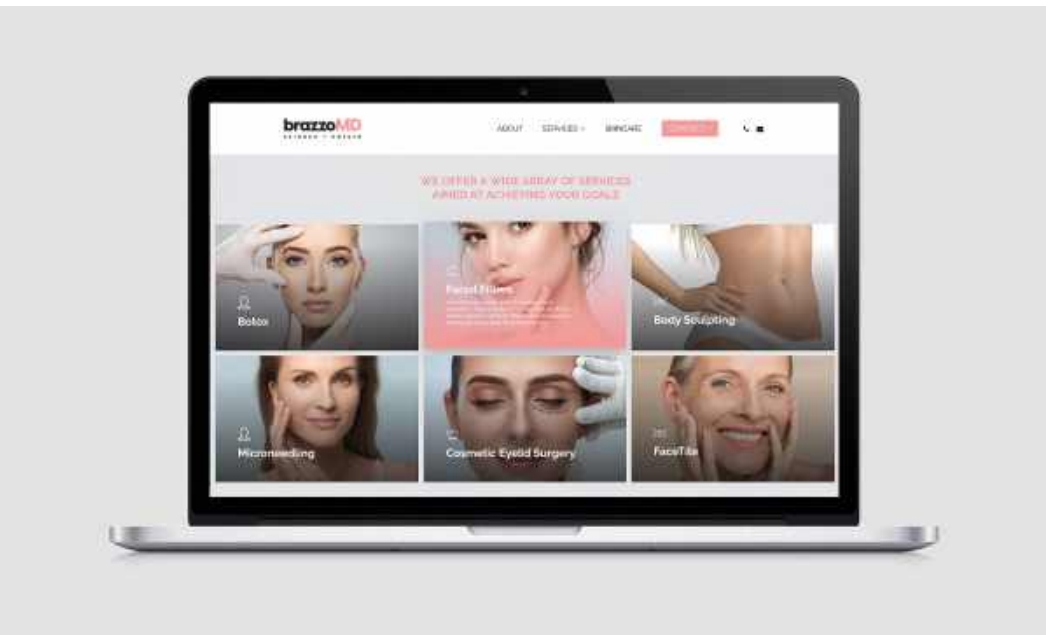
RED PR is an NYC fashion, beauty, and lifestyle PR firm specializing in cosmetics and fashion-related clientele. Since 2012, RED PR has partnered with Scott Bellina to maintain a fresh corporate identity, brand assets, website, print collateral, and email campaigns — setting them apart as a public relations leader in the NYC fashion and beauty industry. Scott also offers creative services to many of RED PR’s clients such as Morgan Taylor Lacquer.

red-pr.com

Brand Strategy
Creative Direction
Corporate Identity
Graphic Design
Brand Guidelines & Standards
Logo Evolution

“Scott Bellina took my vision to a new level and exceeded my expectations. The impact of their creativity and trained eye on the image of my business has been remarkable. Scott is the full package — collaboration, creativity, reliable and timely service at reasonable fees. If you’re tired of flakey artists, or programmers who say they are designers, and you want truly fresh creative beyond what you can see, work with Scott. They are a partner, not a vendor.”

— **Julia Labaton, President, RED PR**



brazzoMD: science + nature

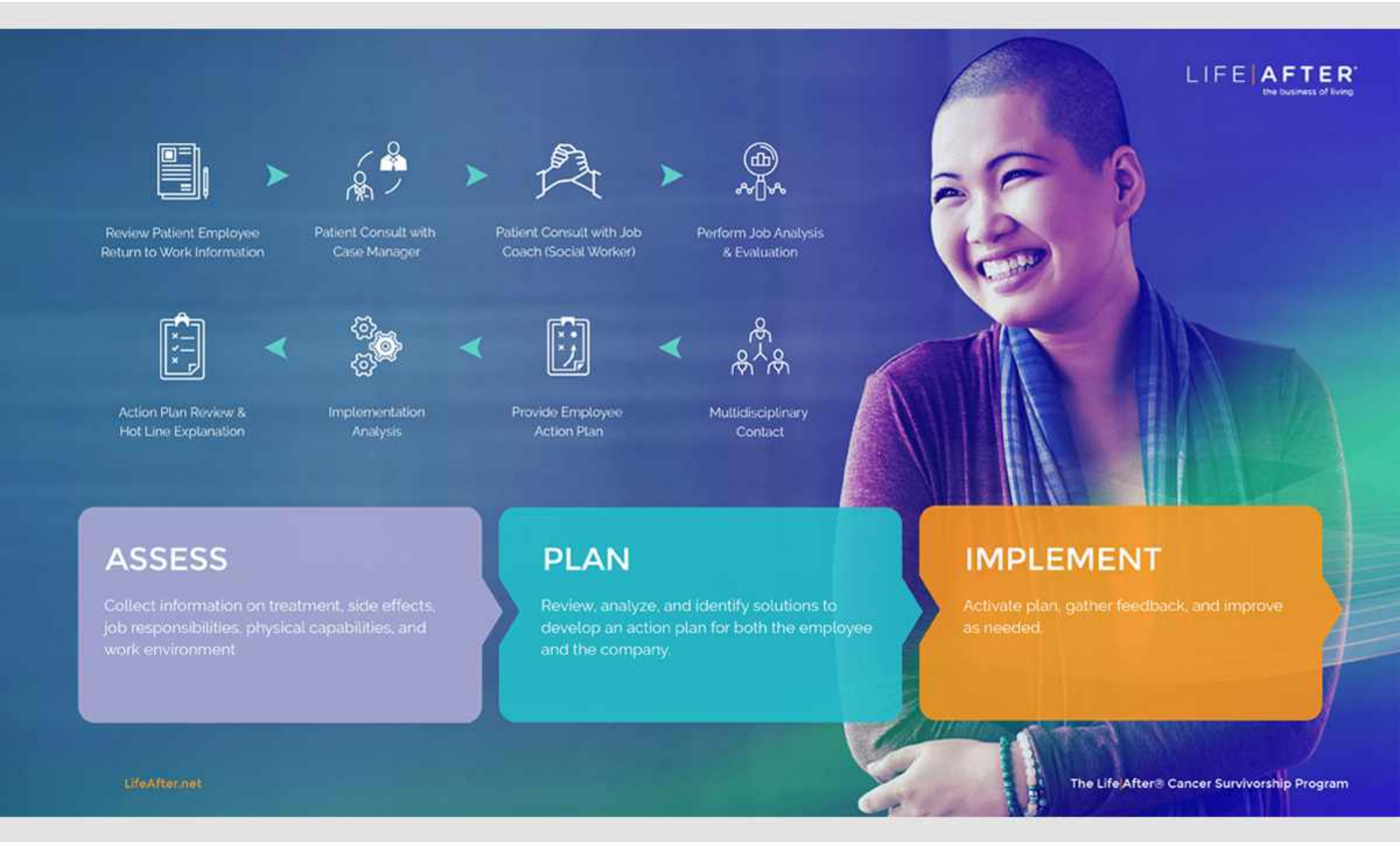
Scott Bellina collaborated with Dr. Brian Brazzo to develop branding and positioning for his innovative post-operative healing formulation. Drawing on over two decades of surgical experience and patient feedback, Dr. Brazzo identified the powerful healing properties of Arnica, Bromelain, and Silver in reducing post-surgical inflammation, discomfort, and scarring. The partnership focused on translating Dr. Brazzo's medical expertise and proven healing protocols into compelling brand messaging and visual identity that would resonate with both medical professionals and patients.

brazzoMD.com

Brand Strategy
Brand Positioning
Cosmetics Branding
Creative Direction
Graphic Design
Copywriting
Packaging
E-commerce Website Design

"Scott Bellina brings exceptional vision to brand development. His strategic approach transformed our brazzoMD product line through compelling copywriting and cohesive design that perfectly communicates our medical expertise to consumers. Scott quickly grasped the nuances of our ophthalmological products and translated complex medical benefits into accessible messaging. His comprehensive creative direction across web development, packaging design, and brand strategy has been instrumental in establishing StyeRx in the marketplace. Working with Scott feels like having a dedicated creative partner who truly understands both the science behind our products and how to effectively market them."

— Dr. Brian Brazzo, Board-Certified Ophthalmologist, brazzoMD



Life|After: The Business of Living

Scott Bellina created the brand identity and marketing strategy for Life|After, a specialized service helping companies implement return-to-work programs for cancer survivors. His work included strategic copywriting that effectively balances empathy with workplace practicality, logo design, and comprehensive web development. Scott's creative direction established a cohesive visual and messaging system across digital platforms, presentations, and signage that clearly communicates Life|After's unique approach to supporting cancer survivors' transition back to professional life through multidisciplinary expert teams.

lifeafter.net

Brand Strategy
Copywriting
Creative Direction
Graphic Design
Logo Design
Web Design & Development
Presentation
Signage

"Scott Bellina delivered transformative creative work for LifeAfter that perfectly communicates our mission of helping cancer survivors return to the workplace. His comprehensive approach to our brand strategy and web presence effectively balances sensitivity with professionalism, making complex return-to-work programs accessible to both employers and cancer survivors. Scott's thoughtful design system and messaging framework clearly articulate our unique services across all touchpoints from digital to print collateral. His strategic vision elevated our brand presence while ensuring our compassionate approach remains at the forefront of all communications."

— Rick Tyler, President, LifeAfter



StyeRx: Gentle on Eyes. Powerful on Styes.

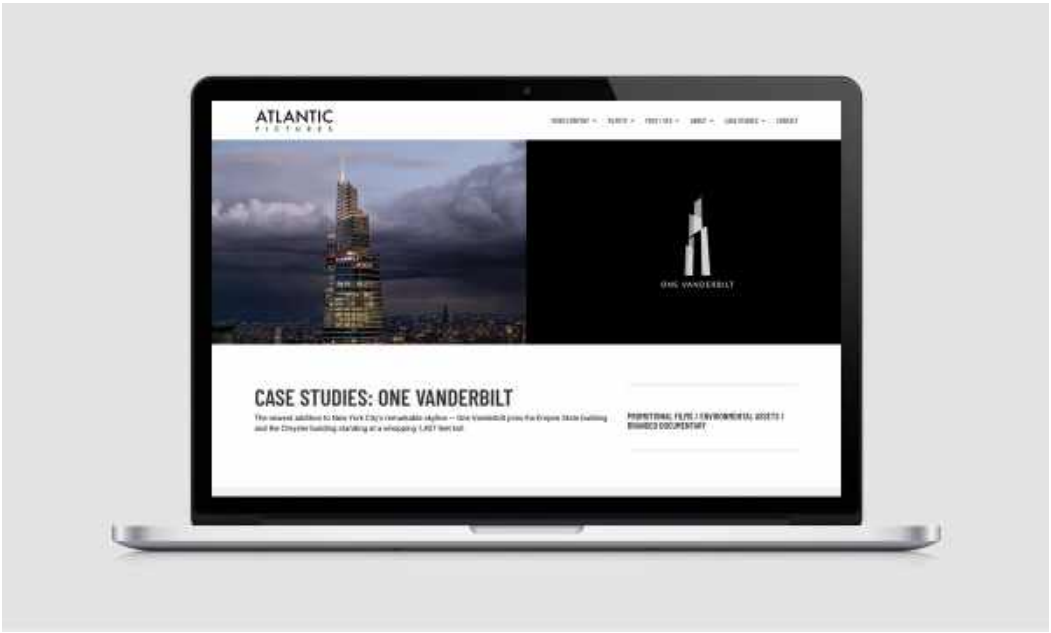
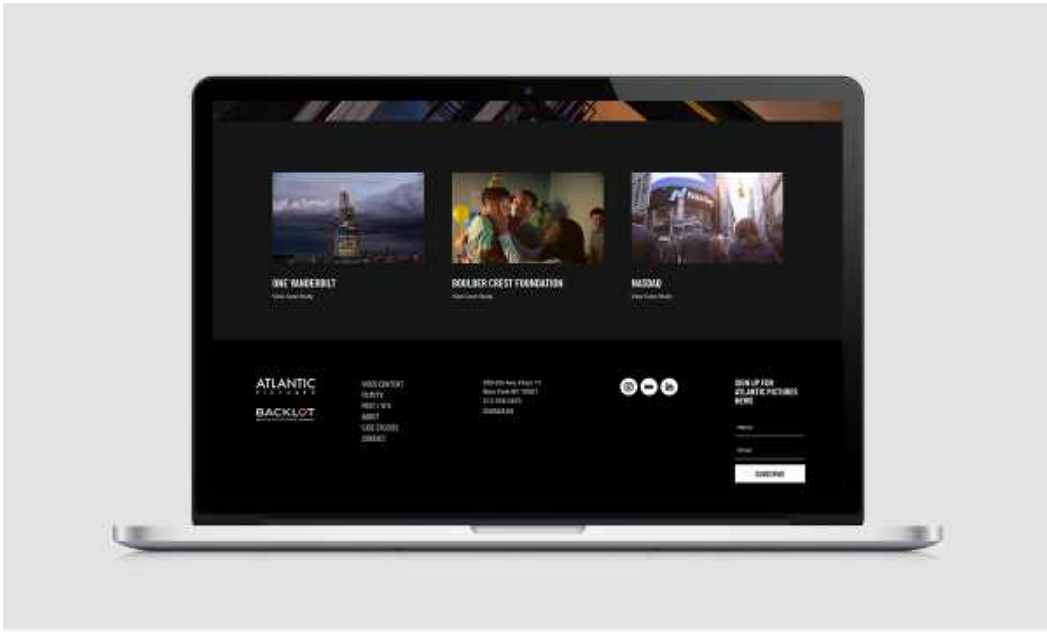
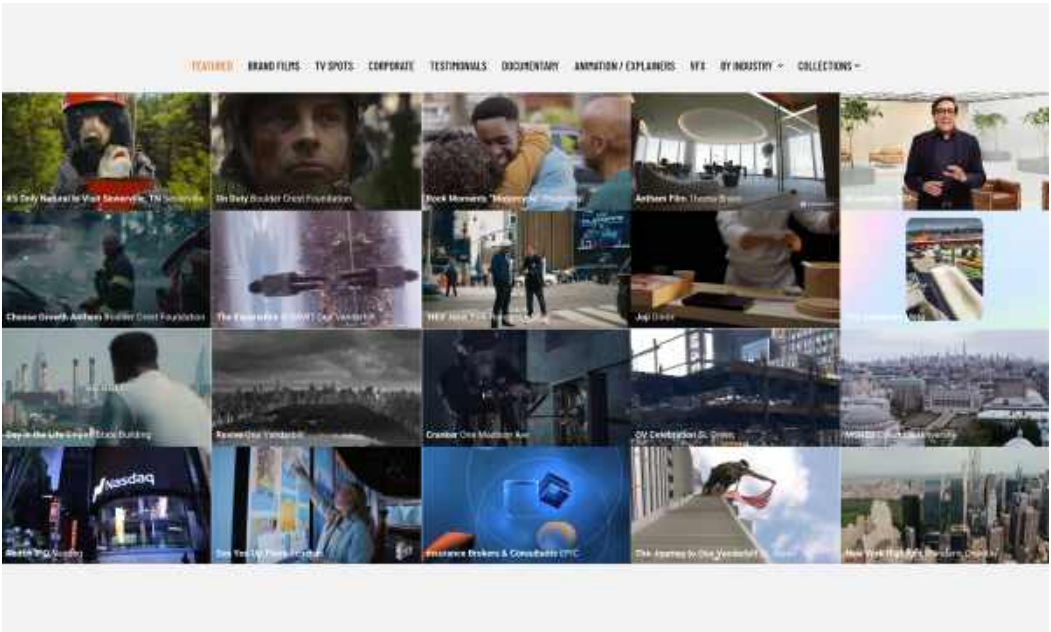
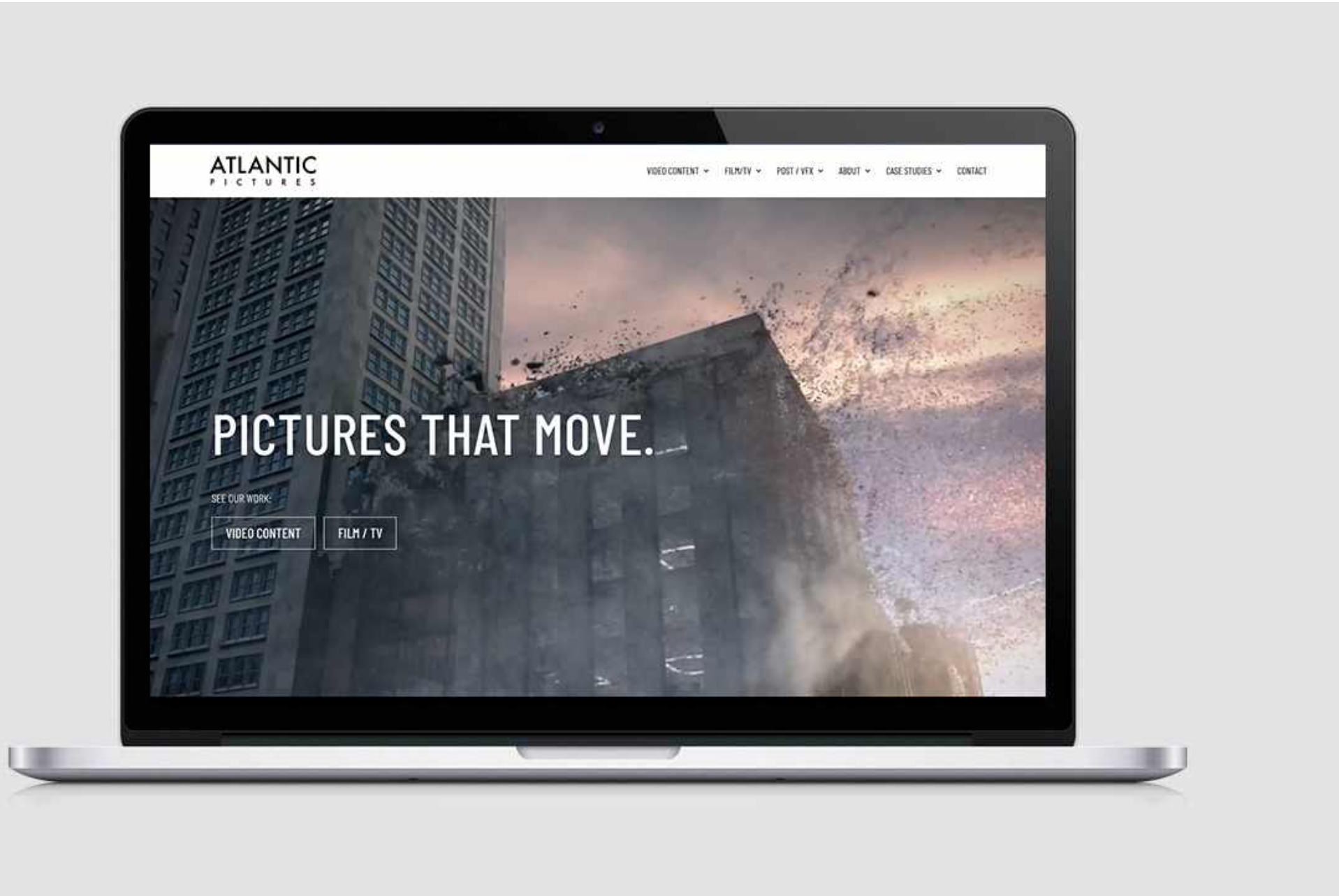
Scott Bellina led creative development for brazzoMD's StyeRx product, a physician-formulated solution for styes and chalazions. His comprehensive work included brand strategy, copywriting highlighting the natural ingredients and gentle application, logo design, and complete web design and development. Scott's creative direction emphasized the product's medical credibility while making the brand accessible to consumers seeking effective eye care solutions developed by board-certified ophthalmologist Dr. Brian Brazzo.

styerx.com

Brand Strategy
Copywriting
Creative Direction
Graphic Design
Logo Design
Web Design & Development

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Atlantic Pictures: Pictures That Move

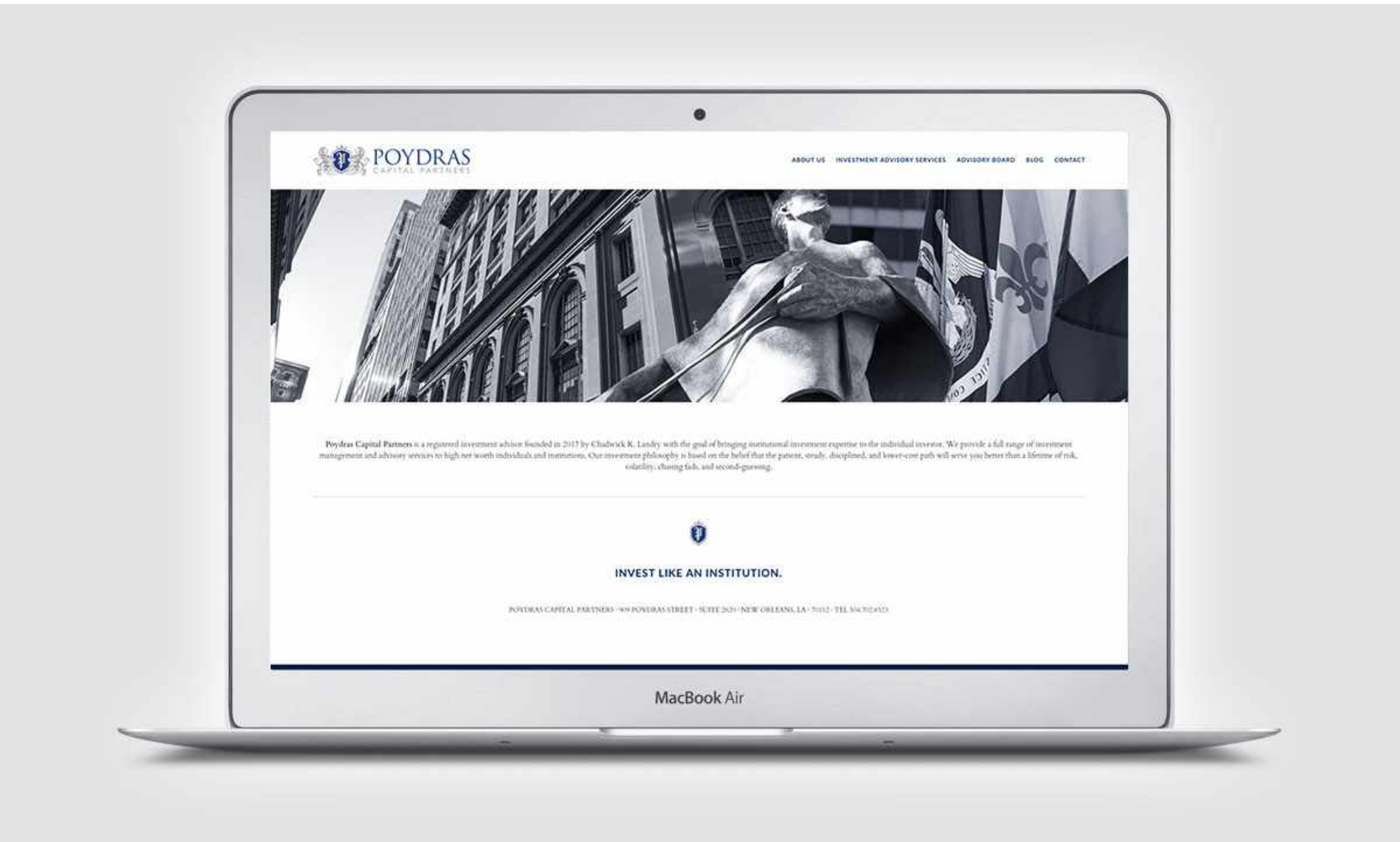
Scott Bellina provided Atlantic Pictures with comprehensive creative direction, website design, custom web development, graphic design, and copywriting services. Founded in 2007, this Emmy-nominated production powerhouse creates premium content spanning feature films, television series, and branded storytelling. Their work combines Hollywood production values with innovative approaches, premiering at prestigious festivals like TIFF and Sundance and appearing on major platforms including HBO and Netflix. With expertise across the full production spectrum, Atlantic Pictures has built a reputation for transforming creative visions into compelling visual experiences that earn industry recognition and connect with audiences worldwide.

atlanticpictures.com

Creative Direction
Website Design
Custom Web Development
Graphic Design
Copywriting

“Scott Bellina delivered exceptional creative vision for Atlantic Pictures, transforming our digital presence through thoughtful strategy and compelling design. His ability to translate our production ethos into a cohesive brand experience was remarkable. Scott quickly immersed himself in understanding the nuances of premium content production, allowing him to craft website copy and visuals that authentically represent our diverse portfolio spanning festival films to streaming series. His comprehensive approach to creative direction and web development resulted in a digital platform that effectively showcases our work while maintaining the sophisticated aesthetic our industry demands. Scott is a creative partner who genuinely understands how to visually communicate our storytelling capabilities.”

— Darren Goldberg, CEO & Partner, Atlantic Pictures



Poydras Capital Partners: Invest Like an Institution

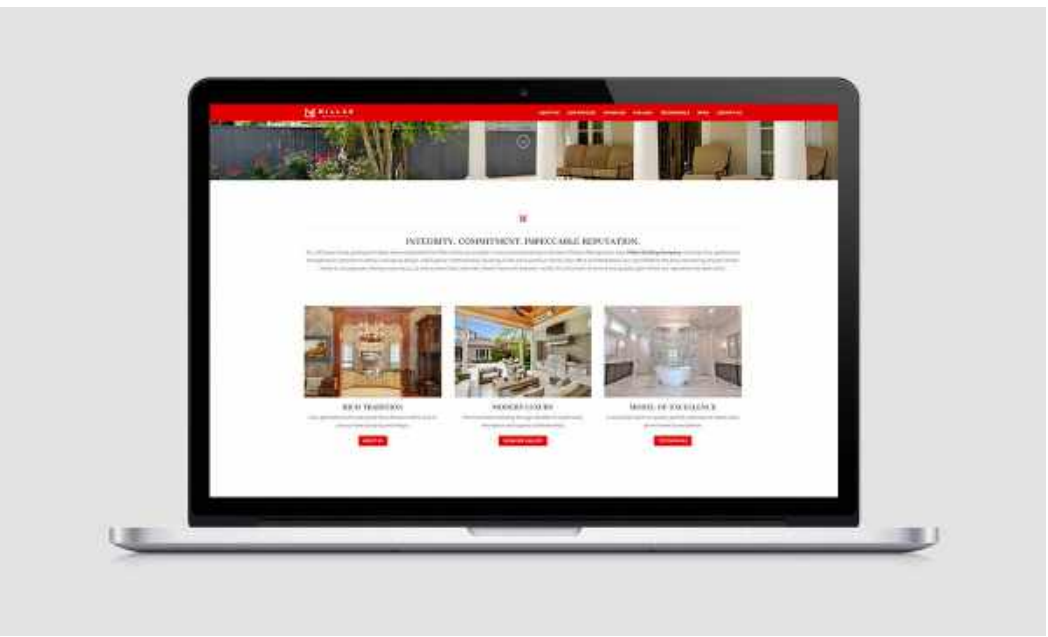
Poydras Capital Partners is a New Orleans-based investment capital firm. Their mission is to provide financial institution expertise to the individual investor. Scott Bellina led them through a streamlined brand strategy — creating a traditional, yet elegant “Heraldic Achievement” logo design approach and a clean, corporate website to drive home their message.

poydrascap.com

Brand Strategy
Copywriting
Creative Direction
Graphic Design
Logo Design
Web Design & Development

“Scott Bellina is a true professional. Through short interviews and questionnaires, Scott was able to turn our logo concept into a strong and unique representation of our business. One of Scott’s main strengths is that he is a visual design expert who can quickly grasp and enhance his clients’ business and marketing strategies. Scott’s “hands on approach” makes them feel less like brand strategists and more like actual partners in their clients’ businesses.”

— Chad Landry, Poydras Capital Partners

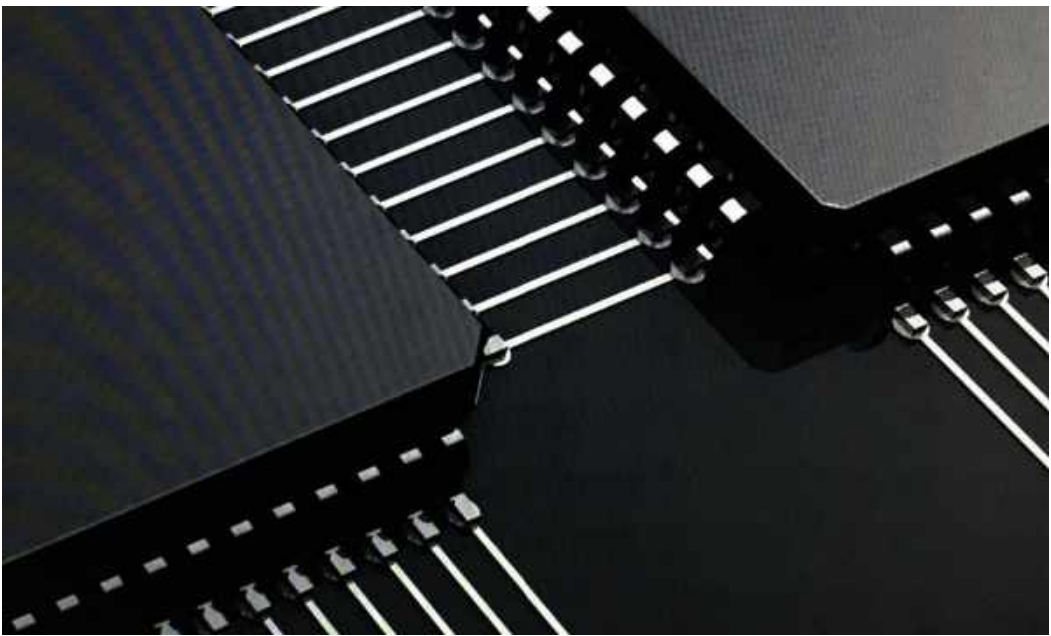
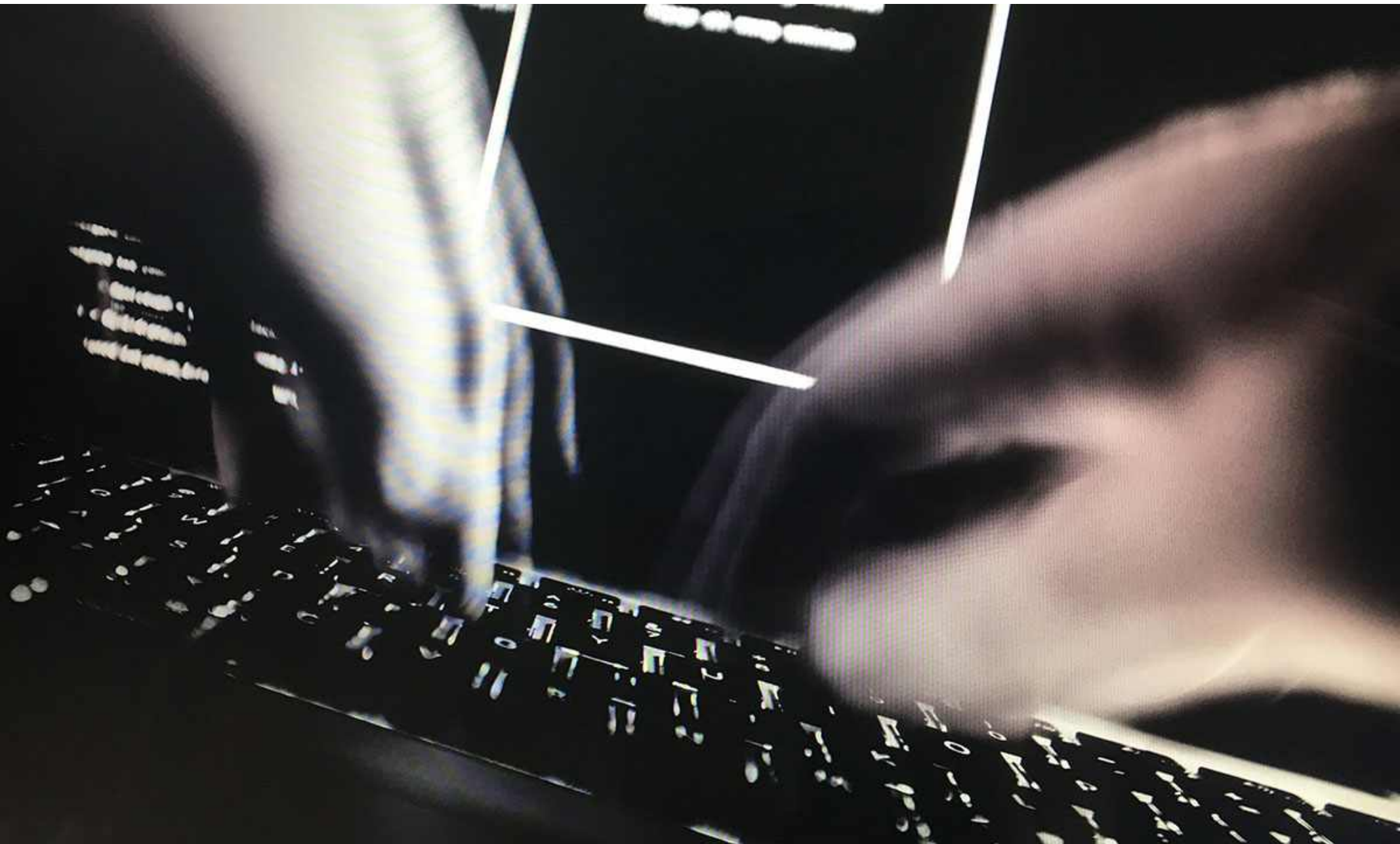


Miller Building: Rich Tradition. Modern Luxury.

Miller Building Company combines four generations of experience, attention to detail, innovative design, and superior craftsmanship resulting in premium homes throughout the New Orleans metro area. Scott partnered with Miller Building on developing a new brand identity and re-imagined website emphasizing their rich tradition in modern luxury home building.

miller-building.com

Copywriting
Creative Direction
Graphic Design
Logo Design
Web Design & Development



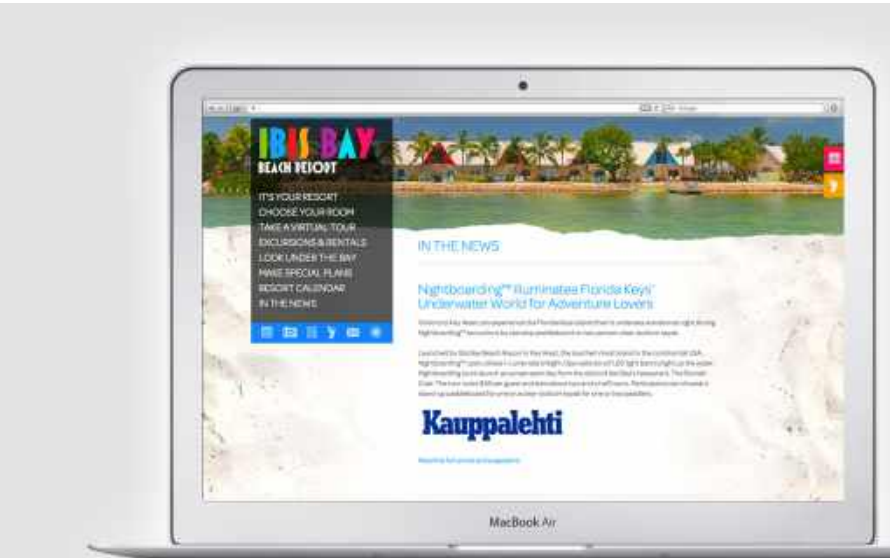
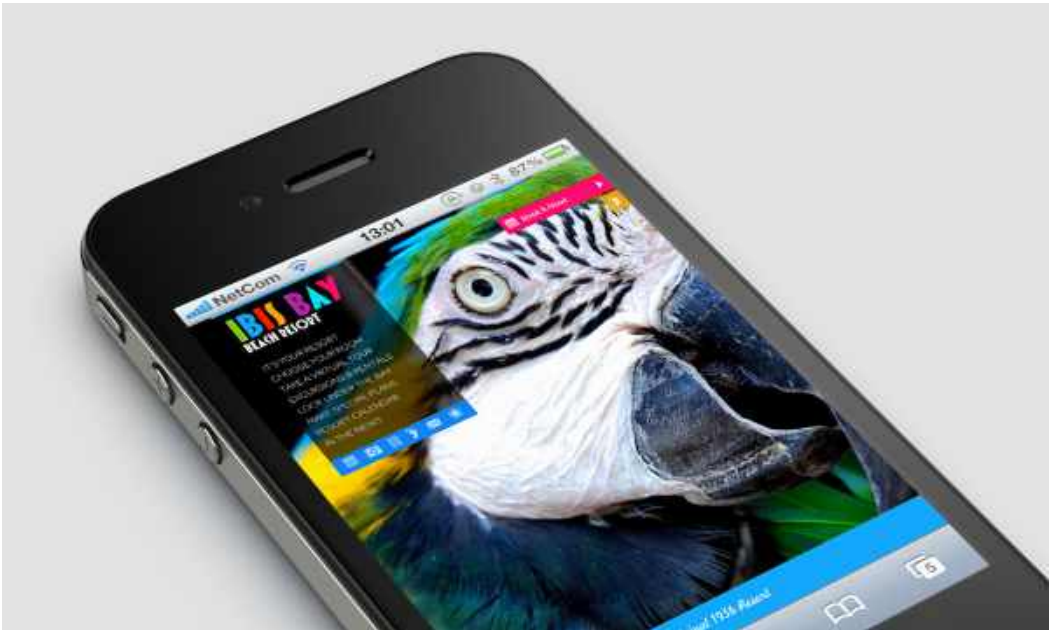
Nordic Innovation Labs: Decoding the Impossible

Nordic Innovation Labs helps entities detect, prevent, and recover from cyber attacks. They are a first-responder solutions provider for highly specialized, custom technology needs and risk assessment. Scott Bellina partnered with NIL on developing a unique brand strategy, brand identity, and custom website centered around transforming possibilities into realities. As specialists in the art of ethical hacking, they protect companies, organizations, and governments through improving their accountability, security, and overall effectiveness.

Brand Strategy
Creative Direction
Logo Design
Graphic Design
Copywriting
Web Design & Development

“Scott Bellina crafted a brand identity and digital presence for Nordic Innovation Labs that perfectly captures our technical expertise in cybersecurity while making our complex services accessible. His strategic approach to our website development and messaging framework clearly communicates our unique positioning as ethical hackers who transform security vulnerabilities into strengthened defenses. Scott's comprehensive creative vision has given us a professional platform that resonates with governments and organizations seeking specialized cyber protection.”

— Harri Hursti, Co-founder, Nordic Innovation Labs



Ibis Bay Beach Resort: It's Your Resort

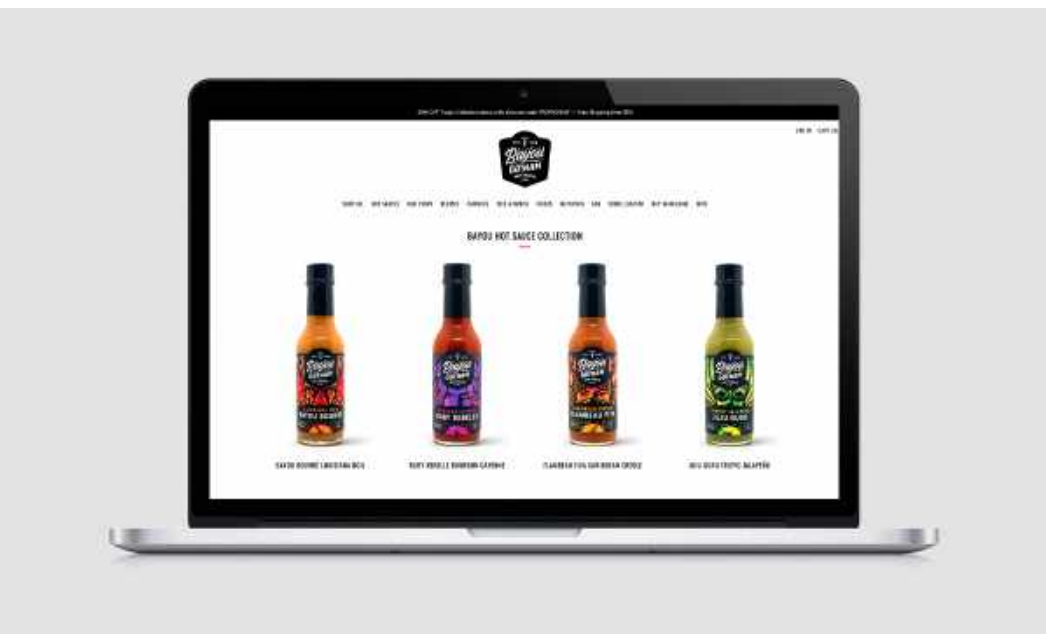
What was once considered an eye-sore relic from the 1950s, Ibis Bay Beach Resort in Key West, FL, tapped Scott Bellina for website design services in alignment with their major cosmetic overhaul. We provided a staged approach — delivering two finished websites in conjunction with the significant modifications to the resort. Ibis Bay Resort as well as their restaurant, The Stoned Crab, continue to serve as a “diamond in the rough” for both Key West tourists and local “conchs” alike.

ibisbayresort.com

Brand Strategy
Copywriting
Creative Direction
Graphic Design
Website Design & Development

“Scott Bellina took our creative brief beyond the logical next step. They delivered a site that changed the way we communicate with our guests. Scott created a simple and beautiful solution to some very complex problems. And he’s good to work with. That combination is very hard to find.”

— **Chris Holland, Owner, Ibis Bay Beach Resort**



Bayou Gotham: Intense Flavor filled with Heat n Soul

Raised in New Orleans, a progeny of immigrant farmers, humble grocers, and determined hot sauce makers, Scotty Peppers took a bite into Big Apple dreams. He developed an exquisite product line of show-stopping hot sauces — blending his Louisiana roots with fiery flavors from the New York City neighborhoods he now calls home. Bayou Gotham® is much more than a tale of two cities. It's a culinary quest filled with heat 'n' soul.

bayougotham.com

- Brand & Product Naming
- Copywriting
- Creative Direction
- Graphic Design
- Web Design & Development
- Print Collateral
- Digital Marketing
- Crowdfunding Campaign
- Video Concept & Script
- Video Editing

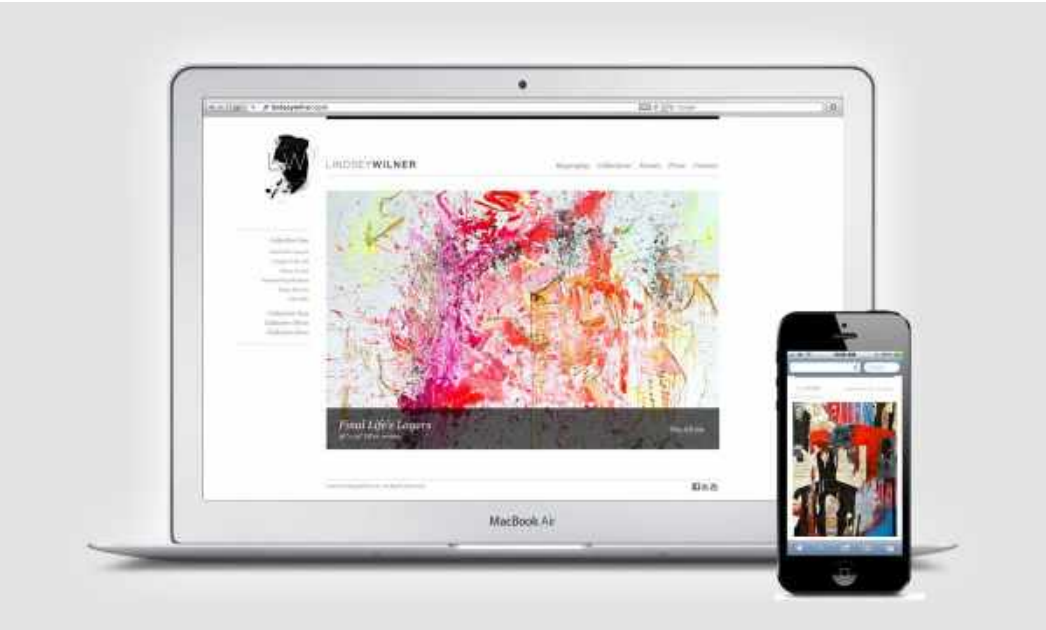
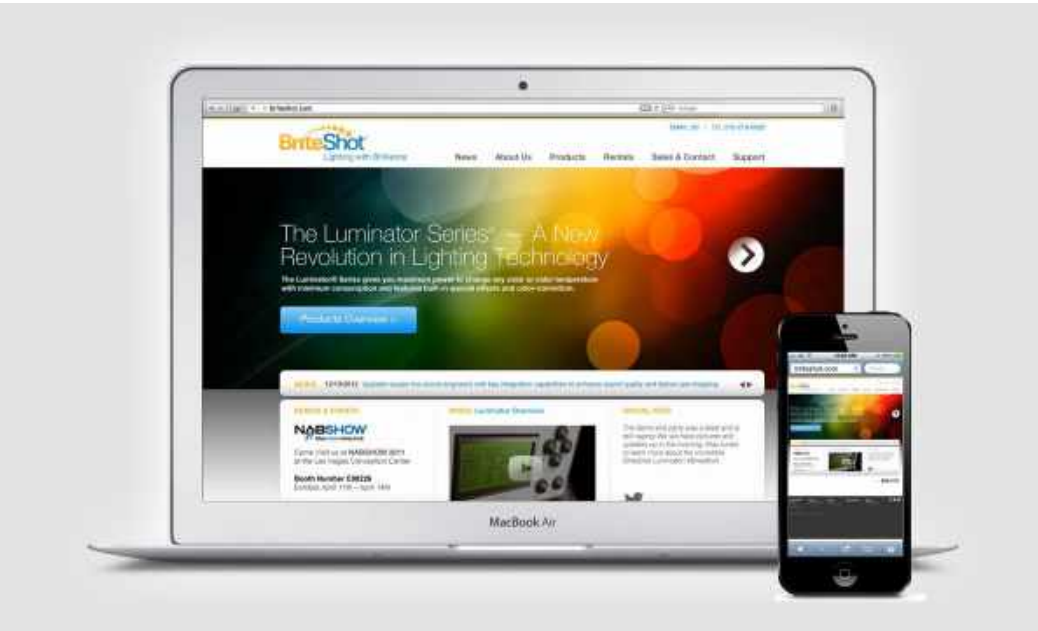
Expanded UX / UI Portfolio

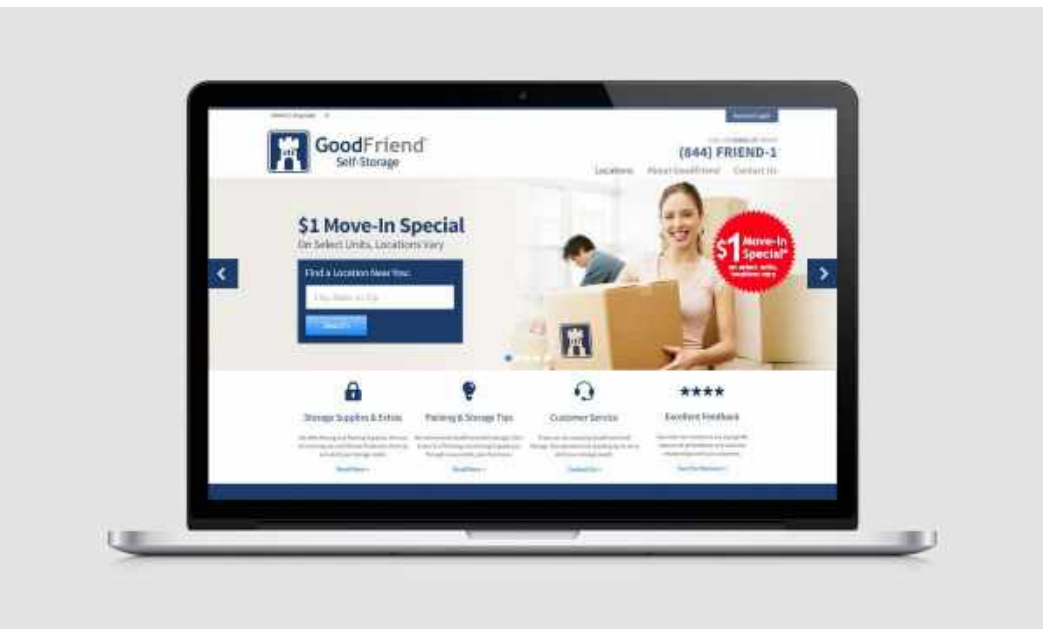
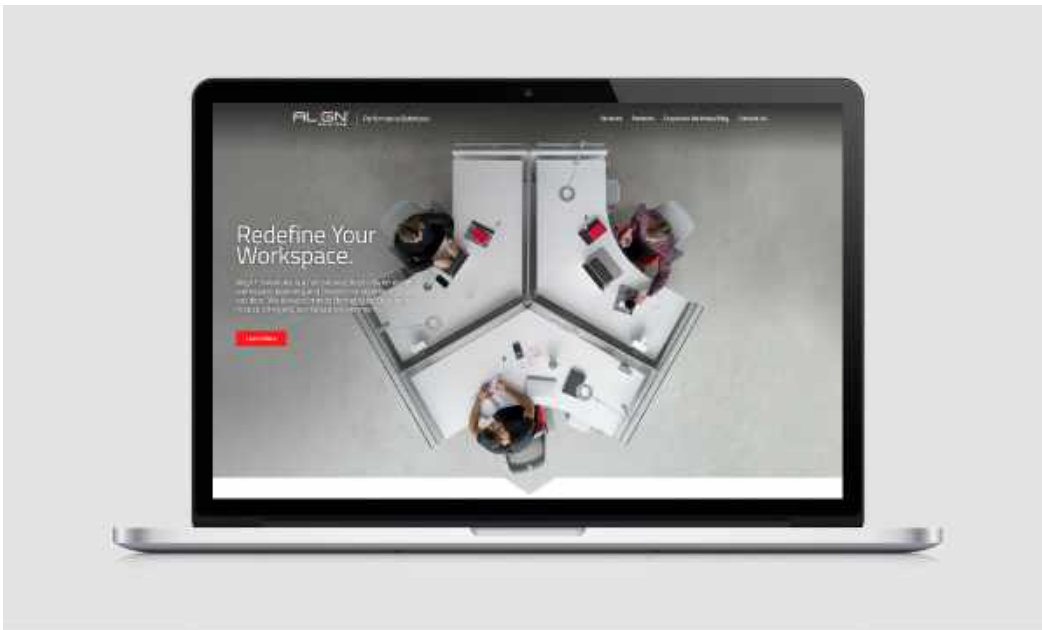
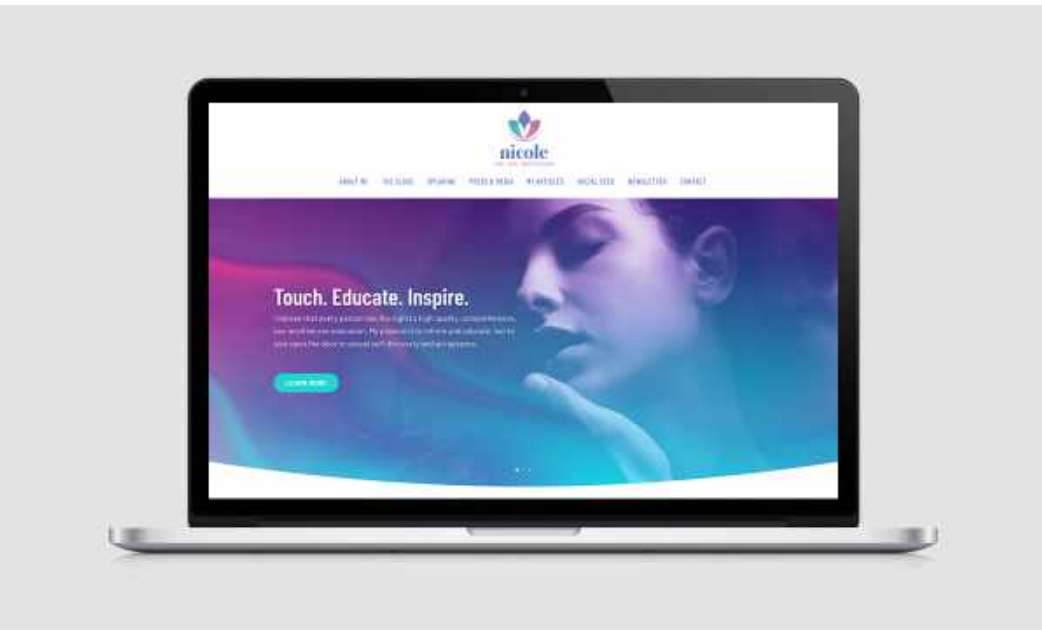
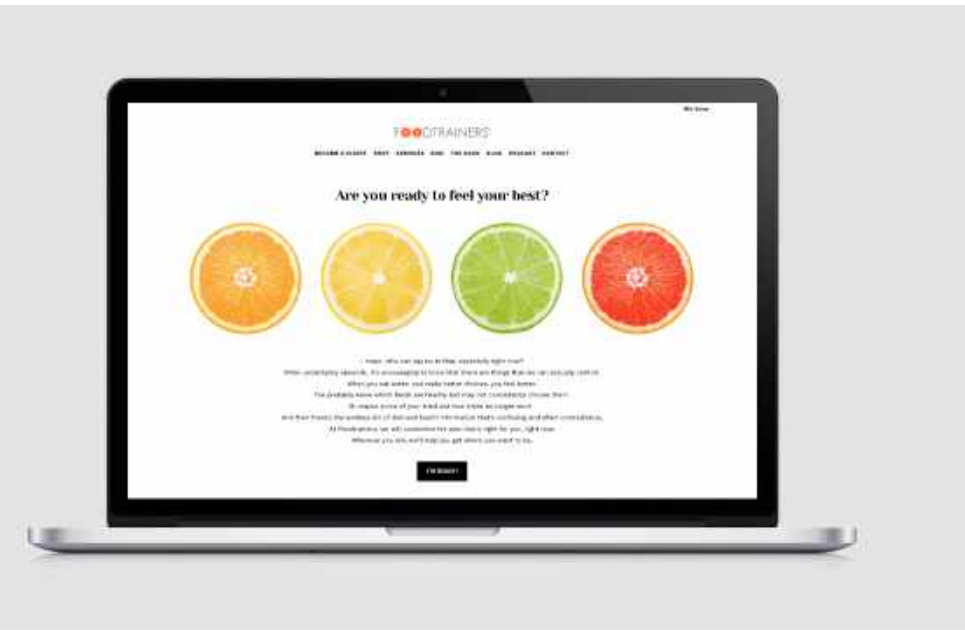
Scott Bellina

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Thank you.

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